



LIFE

TEXAS HIGH-SCHOOL GIRLS

MARCH 7, 1938 **10** CENTS

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When Ab Jenkins recently broke 87 World's, International and American speed records, on the Bonneville Salt Beds, averaging 157.27 miles per hour for 24 hours, he wrote an amazing bit of history involving a methodical man and a carefully prepared motor.

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CHECK AND CLEAN SPARK PLUGS WHEN YOU CHANGE OIL



**THE SPARK PLUG
CHAMPIONS USE**

FOUND: A PAIR OF GLOVES— AND ANOTHER GRATEFUL GUEST!



From Our Book of Permanent Set-ups

SERVICE DEPARTMENT • To help guests avoid losses: Carefully examine vacated taxis. Search clothing before pressing. Inspect discarded boxes. Check rooms when guests depart.

SUPPOSE those were *your* gloves! Wouldn't you be mighty pleased? We've made that our business—pleasing guests like you. We do it in a unique way.

We've taken your wishes—all the services you'd like to have at a hotel—and made *rigid* rules of them!

Permanent *set-ups*, we call them. Here are others: Bellmen will help you unpack or pack. Carpets are sterilized...bath-mats changed for each guest. Your home-town newspaper is at your door daily—free.

Over 2,000 of these *set-ups* control everything in our hotels.

They stand for a *new idea* in hotel management! They've made N.H.M. Hotels famous across America for giving guests *downright solid comfort*.

Remember, we *specialize* in comfort. Isn't that what you want when you're traveling? To be sure you get it—*make your next stop an N.H.M. Hotel!*

Ralph Hitz

RALPH HITZ, President
National Hotel Management Co., Inc.

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IN DALLAS • Hotel Adolphus... Otto Schubert, Jr., Resident Manager. 825 rooms from \$2.50 a day. Glamorous new Century Room. 300 rooms fully air-conditioned.

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IN NORTH CONWAY, N. H. • Eastern Slope Inn... Carl O. Randall, Manager. Winter and Summer sports center of East. Perfect accommodations.



This One



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LETTERS TO THE EDITORS

Perfect Girl

Sirs:

American girls should sit up and take notice of the picture on the cover of LIFE, Feb. 14, of the new Queen of Egypt.

Only 17, she is just about the perfect girl, and she doesn't go around painted up like an Indian.

In my 19 years on earth she is the most beautiful girl that I have ever seen and "I've been around."

RICHARD S. BALCH

St. Albans, Vt.

Beauty Belt

Sirs:

I don't know where you uncovered the geographical map of the "Beauty Belt" (LIFE, Feb. 14, page 59) but it's certainly a bell ringer.

I'm glad that you have found that Miami and California girls are highly overrated and overpainted.

B. J. INCEPRÉ

Chicago, Ill.

Sirs:

Your flip statement that the beauty belt of the U. S. lies near the Mason and Dixon line seems open to question. Remember Alabama gals, Georgia peaches, California beauties, etc. and having traveled some, these claims are not just myths, either.

H. P. MILLER JR.

Brooklyn, N. Y.

Sirs:

Agree St. Louis belles are beauties. Violently disagree your boundaries of beauty belt. Should include Georgia, and Atlanta in particular. More beautiful girls pass any given point on Peachtree Street Sunday afternoon in one hour than pass through John Powers' portals in one week. More pulchritudinous femininity at any driving-club party than you can get with a wide-angle lens aimed at a Hollywood premiere audience.

E. BLAIR PROCTOR JR.

New York, N. Y.

Sirs:

I have lived in seven states in this country, and the general consensus on the subject of pretty girls is that the South—that geographical region which lies just south of the region you have described—has a decided edge on the rest of the U. S.

W. M. HODGES

Advertising Manager

The Miller-Hawkins School
Memphis, Tenn.

● LIFE, willing to be convinced, hopes it will have occasion to investigate rival beauty belts in future issues.—ED.

Standard's Collier

Sirs:

We would call your attention to an error that appeared in the text accompanying pictures of the launching of the S.S. *H. D. Collier* in your Feb. 14 issue.

The sponsor, Mrs. H. D. Collier, is the wife of H. D. Collier, vice president of the Standard Oil Co. of California, and not vice president of the Sun Shipbuilding & Dry Dock Corp. as stated.

J. L. QUINN

Standard Oil Co. of California
New York, N. Y.

● LIFE regrets its error, herewith restores Mr. Collier to Standard Oil of California.—ED.

Lincoln Pictures

Sirs:

Congratulations and credit to you for obtaining and publishing the "forgotten

photographs" depicting incidents in the life of Abraham Lincoln in your Feb. 14 issue.

They are not only so clearly finished as to rival modern photography but certainly bring to your readers the real atmosphere of those historical facts which we read but have not seen—until now.

CLARENCE A. BROWN

Manchester, Iowa

Sirs:

I was very much interested in the pictures of the execution of Lincoln's conspirators as I did not know there were any such in existence.

My great-grandfather was one of the guards on duty in the prison yard at the time of the execution.

In one of the letters he wrote to his wife, and which I now have, he gives a brief and vivid description of this event, saying in part that he was standing close enough to Mrs. Mary Surratt to touch her as she swung from the gallows, and adding that he hoped never again to witness the execution of a woman.

EMMA LOU MEUTER

Clarkston, Wash.

Sirs:

One small error. You stated that Lincoln received not one popular vote in the 1861 election. He, in fact, received thousands of popular votes from the South, but not one electoral vote.

C. T. ADDINGTON

Central High School
Minneapolis, Minn.

● In the 1860 election, when the South was on the verge of Secession, Lincoln received no electoral vote from any Southern State and not a single popular vote in North or South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Louisiana, Arkansas or Texas.—ED.

Boy of 1860

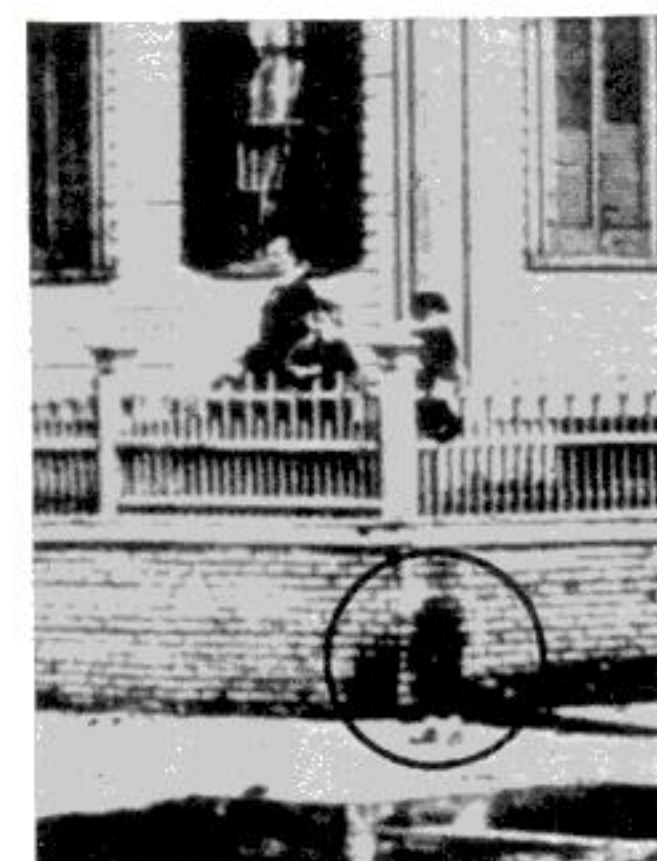
Sirs:

On page 40 of the Feb. 14 issue you reproduce a photograph of Lincoln's residence in Springfield, Ill.

You will note on careful examination of this picture that besides Lincoln and his two sons another figure appears—that of a small boy—just to the right of the near corner of the fence. Uninteresting indeed to the casual reader, this little blur will assume more significance when I tell you that it represents the only person living today who was photographed with our martyred President. That man's name is Isaac Diller and I am sending you herewith his photograph (see cut).

PAUL STRAYER

River Forest, Ill.



ISAAC DILLER IN 1860

Sirs:

I saw in the Feb. 14 issue of your magazine the very familiar picture of the Lincoln home, in which I was taken as a boy in 1860. The original has been in our family ever since it was taken and several years ago I had a cut made of it.

I have given away more than 5,000 copies, always free of charge. We thought too much of the Lincoln family to seek to profit by any means in our power to give. I only wish Mrs. Lincoln's name and memory were as greatly esteemed generally as they are with us.

ISAAC R. DILLER

Secretary

Sangamon County Bible Society
Springfield, Ill.

● Mr. Diller, now 83, was five years old when he was accidentally photographed in the Lincoln picture. His head is almost invisible because during the photographer's time exposure he turned his head to look at a passing horse and wagon.—ED.

Concerning Robert Taylor

Sirs:

In your description of the Movie of the Week (LIFE, Feb. 14), you mentioned Robert Taylor as being "beautiful." We will all admit he is very handsome but it is only the jealous and envious fellows that make wisecracks about him. He's a great actor and someday I'm going to Hollywood and tell him so if I have to walk all of the 3,000 miles from Delaware to California.

JAMES L. COLLINS

Newark, Del.

Sirs:

LIFE you leave Robert Taylor alone. He's beautiful and you're jealous.

MYRTLE JONES

Boston, Mass.

Walk-over

Sirs:

Being twelve years old and having taken dancing for seven of them, I would like to correct you on the statement that you made in the Feb. 7 issue concerning Zorina, the ballerina, and William Dollar. They are not turning cartwheels. Cartwheels are where the body is turned sideways and when done fast enough the arms and legs take on the appearance of spokes. The stunt they are doing is either a walk-over or a back-over.

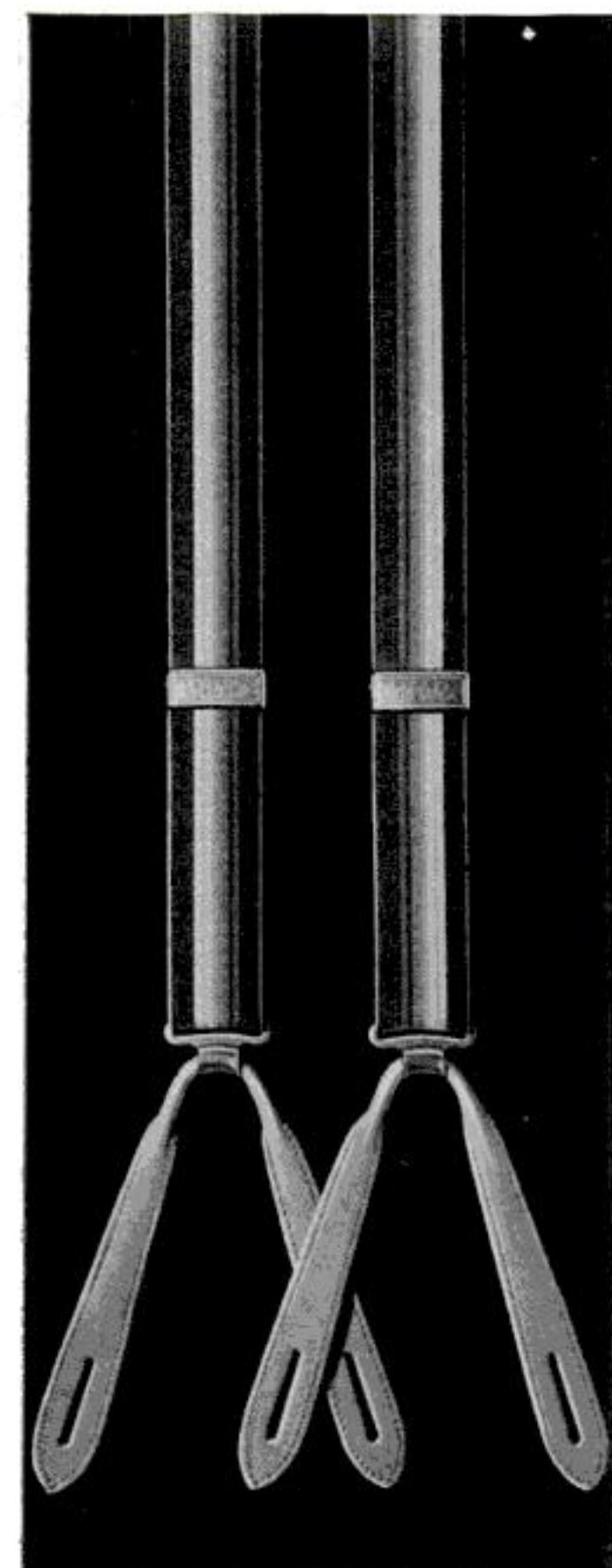
BETTY BAKER

Atlanta, Ga.

● LIFE accepts correction from an expert.—ED.



ISAAC DILLER IN 1938



HICKOK
ACTION
BAK BRACES

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Only Hickok Braces give you the unfettered comfort of *ActionBAK*—the enduring elastic cord that s-t-r-e-t-c-h-e-s with every movement.

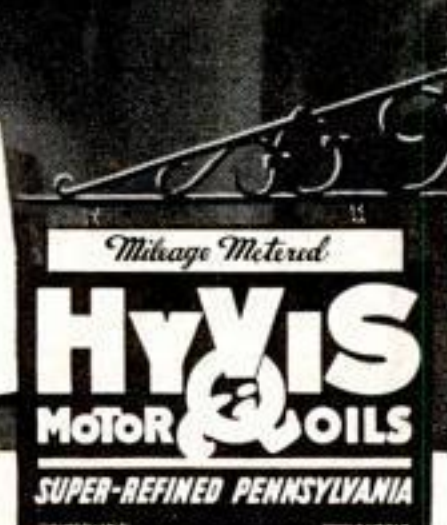


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	[to . . . 29999]	
over 30,000 miles . . .	[from . . . 30000]	use HYVIS 6
	[to reboring . . .]	

(After reboring always count mileage as if car were new at that time.)

REG. U. S. PAT. OFF.

The reasons these thousands and thousands of smart motorists have turned to HYVIS are *real, honest-to-goodness* reasons.

You stop at a HYVIS sign and you know you have *automatically* picked the best independent dealer in the locality;—a local merchant who owns his own business, and who has the equipment, the skill and the special HYVIS lubricants to do the right job on your car.

And when you drive away, you know you have the world's finest oil in your crankcase. HYVIS oils are not by-products of

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SPEAKING OF PICTURES . . .



Necessary accessories to Mrs. Nichols' art are shelves loaded with toys to amuse or divert her temperamental models.



Such a good time was had by this model in her bath (*below right*) that she bawled loudly when time came to go home.



PHOTOGRAPHER AT WORK: MRS. NICHOLS WANTS MODEL TO WAVE HANDS (*SEE OPPOSITE*)



Complete service is offered all models, including dressing, feeding and napping. On hand always are such infant essentials as diapers. Above: Mrs. Nichols and Mrs. Bro, her assistant.



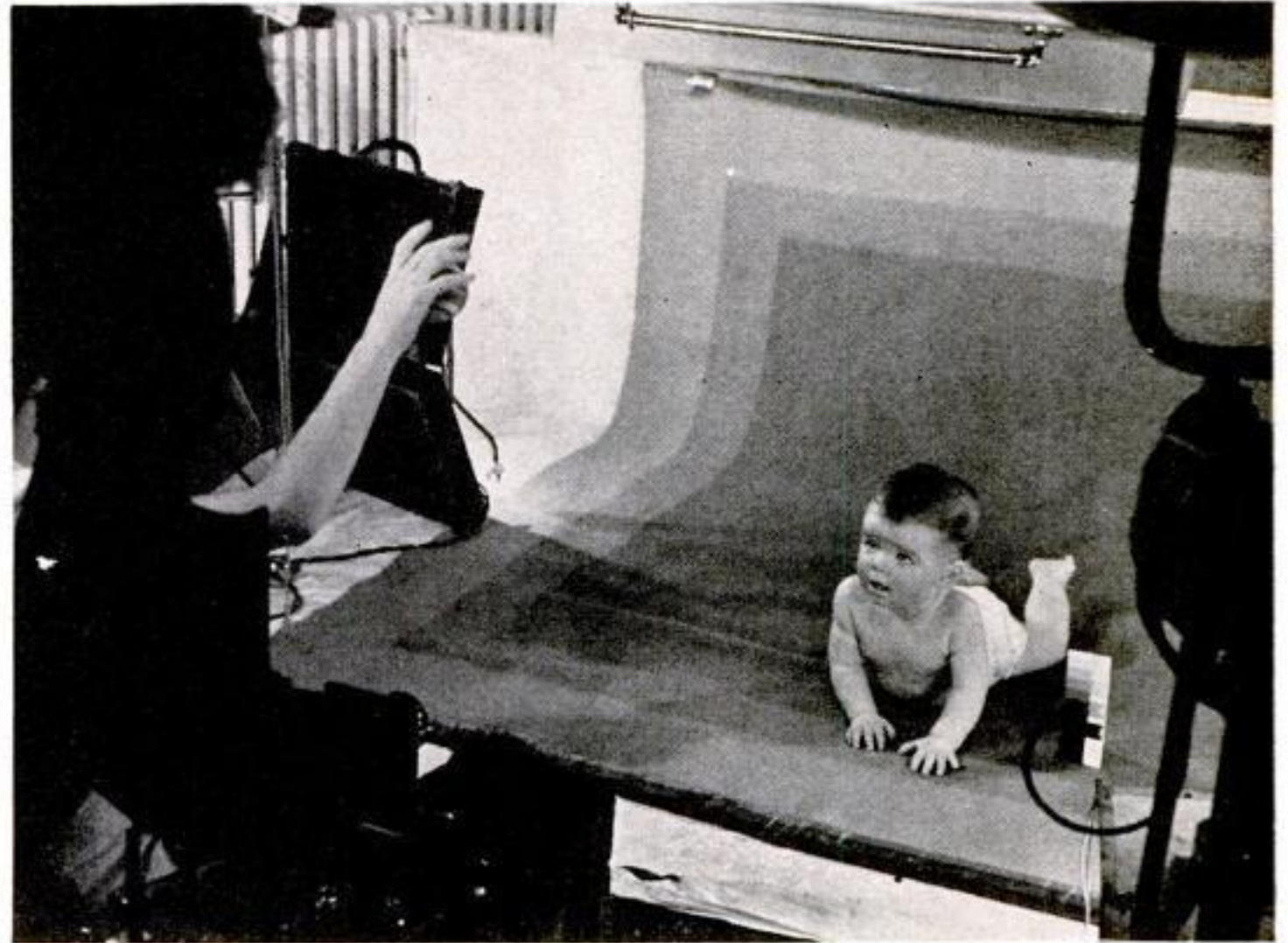
Extracting a smile from a baby model can be a very long process. Here patient Mrs. Bro, having discarded a doll, smiles hopefully at the so-far unobling child in the tub.

... BABIES IN ADS ARE PHOTOGRAPHED LIKE THIS

Because the American public dotes on cute pictures of babies, Ruth Alexander Nichols of Westfield, N. J., is a considerable success. Mrs. Nichols specializes in taking pictures of babies for advertisements and has helped to sell millions of dollars worth of soap, strained vegetables, talcum powder—even gasoline and telephone service.

Mrs. Nichols wasn't much more than a babe herself when she began taking pictures. When she was 9, in Hiawatha, Kan., she won a box camera in a magazine contest. For the first baby picture she sold, her own daughter was a model. Today she recruits models by wandering about Westfield, accosting strange mothers and borrowing their children. Because her models are exceedingly temperamental, Mrs. Nichols has to use patience and cunning to get them to pose. Her troubles are suggested by these pictures.

With years of experience, Mrs. Nichols can wheedle a smile out of the dourdest brat. Most of her children are supposed to look contented but if one cries, she snaps him because there is a steady demand for crying babies. Only once did Mrs. Nichols set out deliberately to make a baby cry. Before she found one who could weep properly—a high-strung only son—she tried many candidates. One was the youngest child of four who, it turned out, was so used to being deprived of toys that, when Mrs. Nichols sought to enrage him by snatching his playthings, he just looked resigned instead of annoyed.



A cheerful expression is wanted in this particular pose, but the best that Mrs. Nichols can get from the diapered youngster on the rug is this baffled and curious stare.



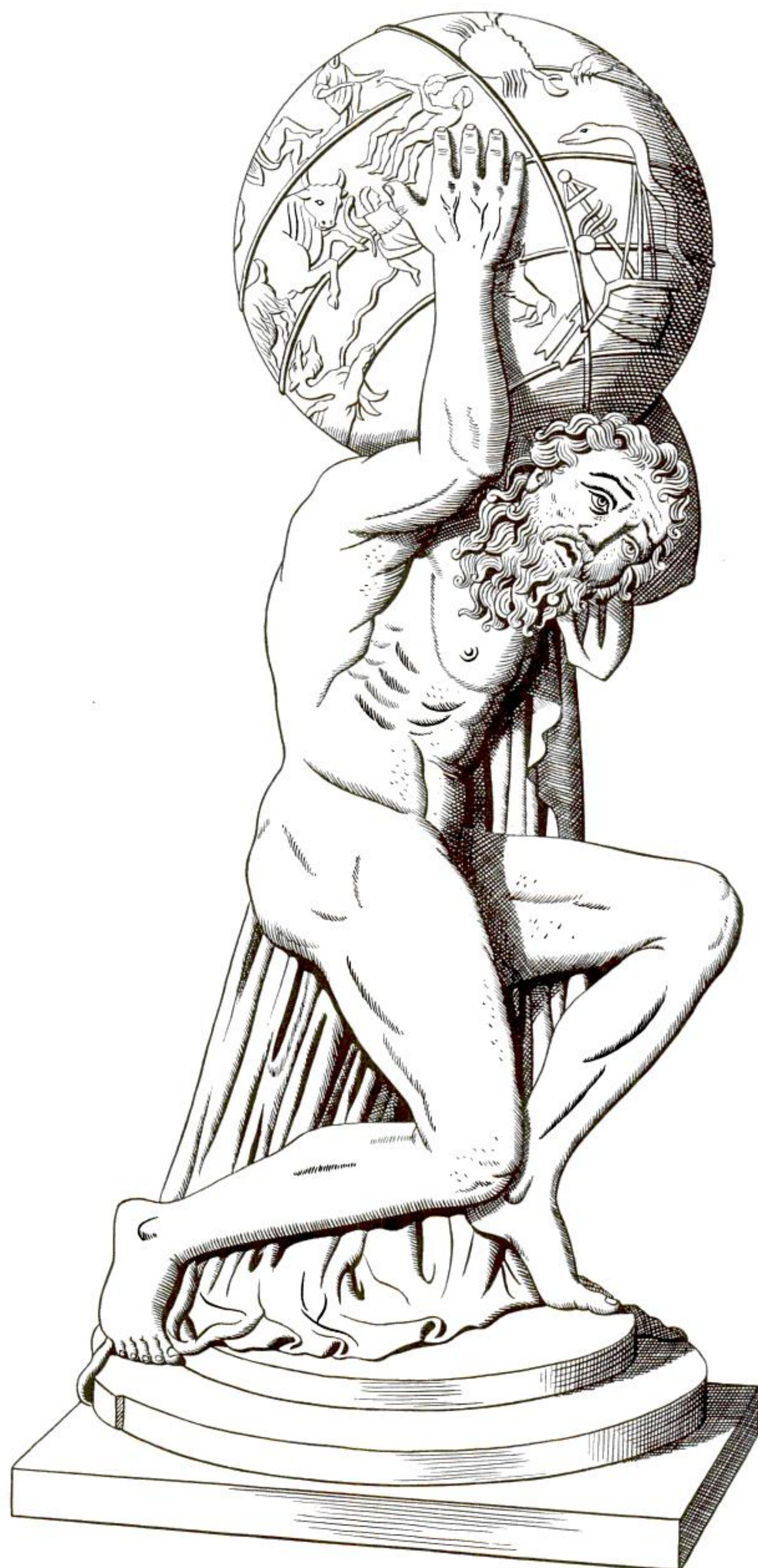
THE MODEL CATCHES ON, MIMICS THE POSE AS MRS. NICHOLS SNAPS HER PICTURE



Her topknot is curled to lend a cuter touch to this little girl who is posing for a Clapp's Baby Foods advertisement.



Her posing finished, the Clapp baby bawls a protest at both the end of her meal and the aftermath of face wiping.



SELF-PORTRAIT of many Business Men

MANY a business man pictures himself as a sort of modern Atlas—supporting the fate of the world on his shoulders.

He sincerely regards his work as indispensable to the success of the business, and recoils from anything that he feels might take him away from his job.

That's why it usually is so difficult to get such a man to pay proper attention to his health, even though he is troubled by persistent signs and warnings that something is wrong.

For at any suggestion that he heed these warnings—that he see his doctor—he says: "Yes, yes, I suppose you're right. But what if the doctor should order me to stop work for awhile? Who'd take care of my job? What would happen to the business?"

And the irony of it is that by his attitude he is inviting the very thing he fears! For one of the surest ways of encouraging a *serious* sickness is to neglect a seemingly *small* one. Heart and other organic diseases, stomach ulcers, and nervous disorders—diseases to which men in the so-called "prime of life" are particularly susceptible—thrive on neglect.

When you see your doctor he may, to be sure, prescribe a short rest. But isn't that better than a forced *long* rest later? He might say: "Take things a little easy. Leave the office an hour earlier at night." But isn't that better than driving on relentlessly until you're *carried* out of the office?

Let us hope, of course, that your disturbance will turn out to be a minor one—and that its treatment will be simple, its correction rapid. But whatever is wrong, you'll be better off if you start correcting it before it becomes really serious. The most sensible thing you can do, therefore, is to see your doctor *now*.

PARKE, DAVIS & COMPANY Detroit, Michigan

*The World's Largest Makers of
Pharmaceutical and Biological Products*

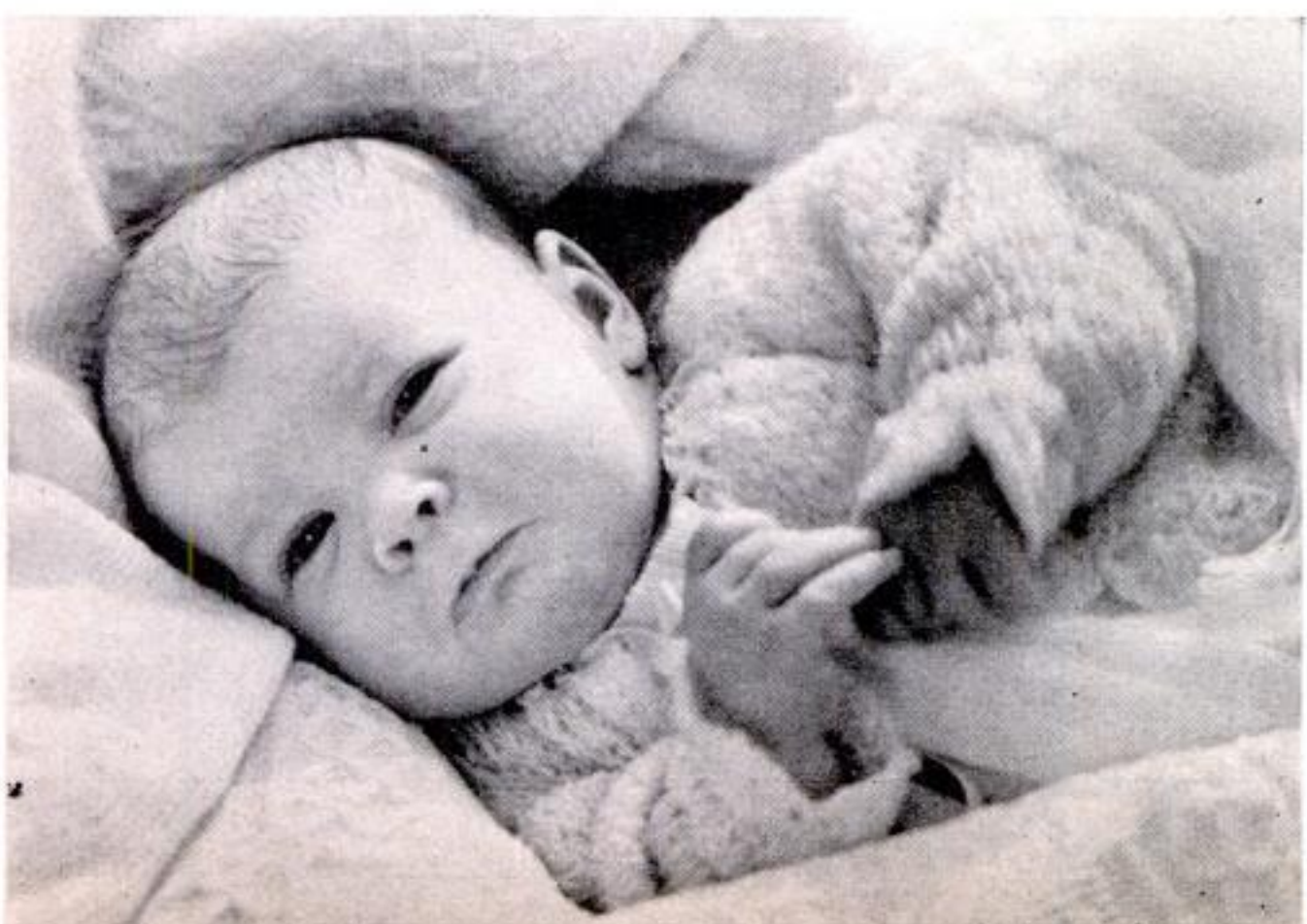
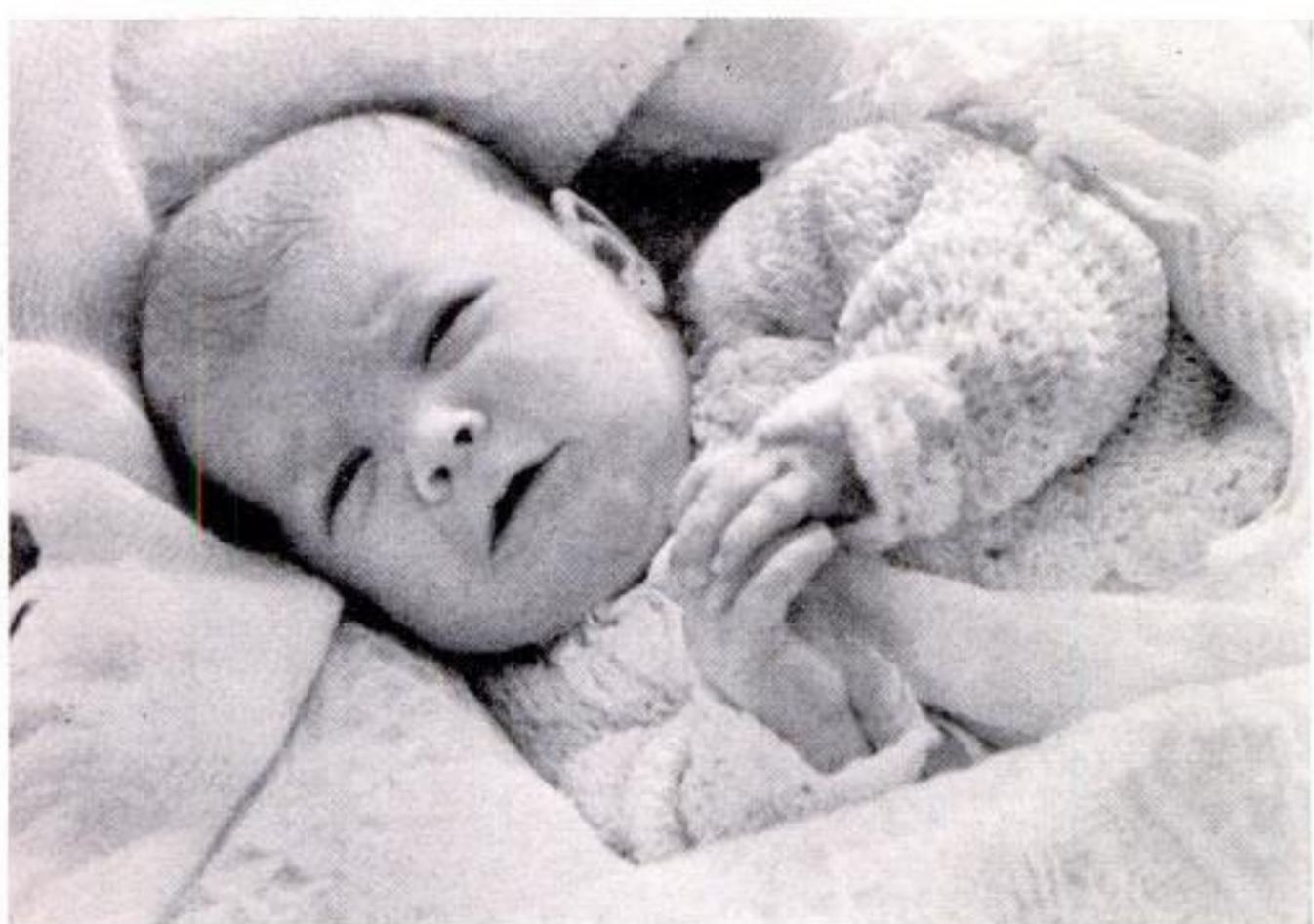
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See your Doctor

SPEAKING OF PICTURES

(continued)

Mrs. Nichols snaps a seven-week-old baby waking up



IMAGINE ME HAVING BAD BREATH!

YOU'D THINK A NURSE WOULD KNOW BETTER! BUT A MONTH AGO....

WHY SO DOWNHEARTED, SUE? ON THE OUTS WITH THAT HANDSOME PATIENT OF YOURS?

WELL, SORT OF. JIM DID LIKE ME, RUTH—REALLY. BUT NOW HE DOESN'T EVEN WANT ME AROUND!

GET WISE TO YOURSELF, KID! TALK TO YOUR DENTIST ABOUT YOUR BREATH!

TESTS INDICATE THAT 76% OF ALL PEOPLE OVER THE AGE OF 17 HAVE BAD BREATH. AND TESTS ALSO SHOW THAT MOST BAD BREATH COMES FROM IMPROPERLY CLEANED TEETH. I ADVISE COLGATE DENTAL CREAM BECAUSE...

COLGATE DENTAL CREAM COMBATS BAD BREATH

"COLGATE'S special penetrating foam gets into every tiny hidden crevice between your teeth... emulsifies and washes away the decaying food deposits that cause most bad breath, dull, dingy teeth, and much tooth decay. At the same time, Colgate's soft, safe polishing agent cleans and brightens the enamel—gives new brilliance to your smile!"

NOW—NO BAD BREATH BEHIND HER SPARKLING SMILE!

AND SOON AFTER I SWITCHED TO COLGATE'S...

WELL, GOODBYE, RUTH! THANKS TO YOU, JIM AND I ARE GETTING MARRIED TOMORROW!

DON'T THANK ME—THANK COLGATE'S!

COLGATE RIBBON DENTAL CREAM

LARGE SIZE 20¢
GIANT SIZE 35¢
OVER TWICE AS MUCH

...AND NO TOOTH PASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!

Good Housekeeping Bureau Seal of Approval



Suite illustrated is No. 5624, one of many attractive styles



"When I plant my 290 pounds on a sofa, it has to be well built"

SAYS: *Smilin' Ed McConnell,*
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SMILIN' ED McCONNELL knows how unusual it is to find both sturdy construction and luxurious comfort in the *same piece* of furniture. But Kroehler's new Sturdi-flex seat and 5-Star Construction gives just that—without extra bulk, weight, or expense!

These remarkable new improvements eliminate those features in old-style construction that wear out and cause expensive overhauling. Kroehler seat



See this label under the cushion before you buy

springs don't sag, wobble, or break down! You enjoy luxurious sitting comfort and nerve-easing relaxation, whether you weigh 90 or 290 pounds! This new Sturdi-flex seat is just one advantage in the famous Kroehler 5-Star Construction. Don't even *think* of buying any other make until you have seen and tested Kroehler-made furniture—identified by the label under the cushion.

Kroehler dealers everywhere are now displaying these beautiful new living room suites in the latest modern styles and fabrics—all at pleasing low prices. Please go see them today.

KROEHLER 5-STAR CONSTRUCTION INCLUDES

- ★ SCIENTIFICALLY CONSTRUCTED HARDWOOD FRAMES
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EDITORS: Henry R. Luce, John Shaw Billings, Daniel Longwell.

PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Rex Hardy Jr., Bernard Hoffman, Thos. D. McAvoy, Carl M. Mydans, Peter Stackpole, William Vandivert.

ASSOCIATES: Rachel Albertson, Lincoln Barnett, Alan Brown, David Cort, Mary Fraser, Andrew Heiskell, Geoffrey T. Hellman, Wilson Hicks, Dorothy Hoover, Joseph Kastner, Hubert Kay, Alexander King, A. K. Mills, Willard D. Morgan, Paul Peters Howard K. Richmond, Maria Sermolino, Joseph J. Thorndike, Jr.

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HOW DID THEY EVER
GET ALONG WITHOUT
KLEENEX?"



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IN THE
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Box**

it Saves as it Serves—
one double tissue at a time



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During colds, Kleenex soothes tender noses—saves money as it reduces handkerchief washing. These disposable tissues tend to hold germs, thus check the spread of colds through the family. Use each tissue once—then destroy, germs and all. . . . Buy Kleenex in the Serv-a-Tissue box today and end tissue waste and mess. Only Kleenex has it . . . box of 200 sheets now 2 for 25c. It's the handy size for every room and for your car!

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**KLEENEX
LIPSTICK TISSUES**

for handbag and dressing table. End lipstick stains on towels, gloves, hankies! 12 packs, Cellophane-wrapped, only 20c.

KLEENEX*
DISPOSABLE TISSUES

(*Trade Mark Reg. U. S. Patent Office)



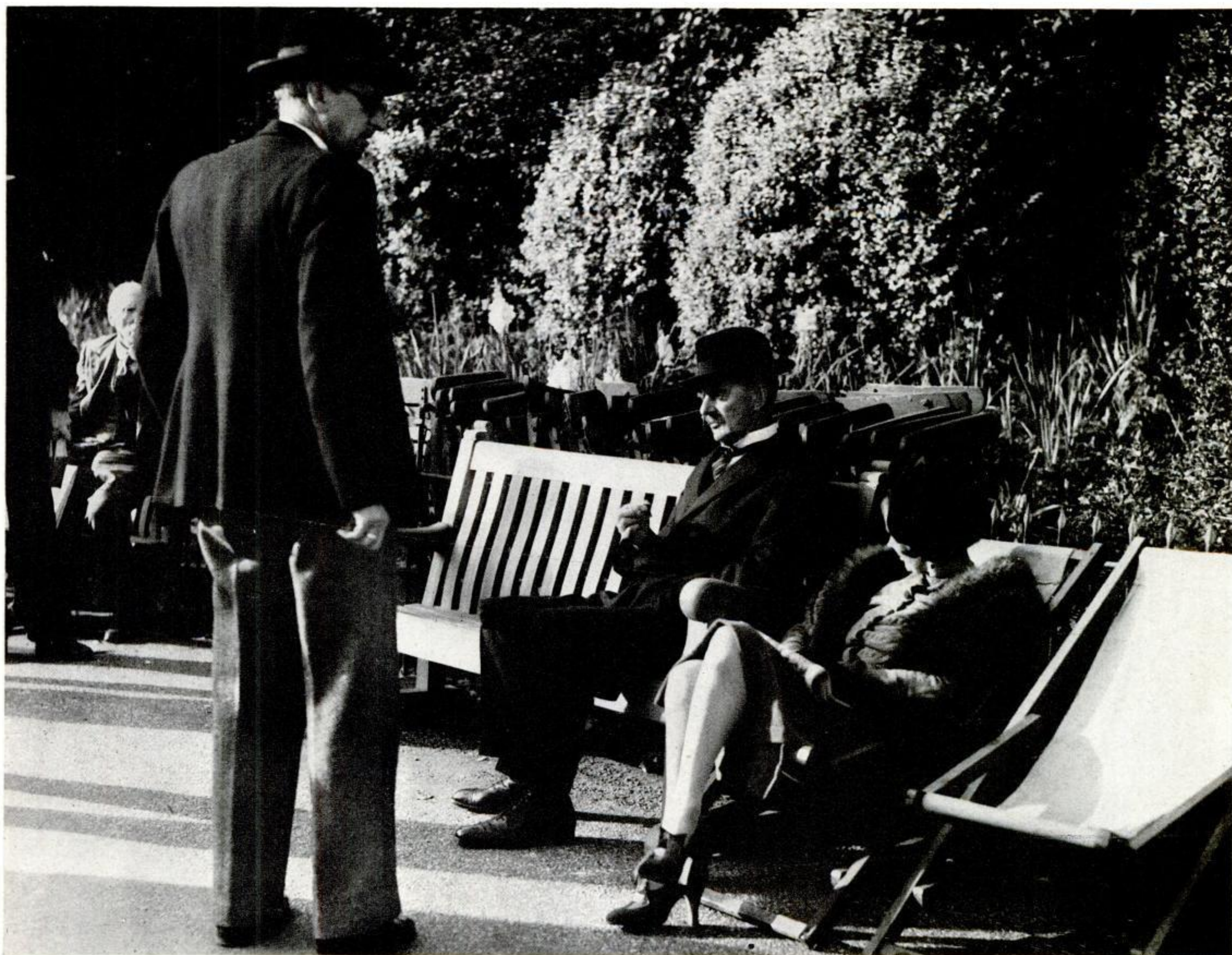
SHE SAYS *"Please"* AND *"Thank You"*

The alert, courteous voice of the telephone operator is known to all who use the telephone. • To the little old lady in the shawl, the man in the big house on the hill, or a tiny tot of six, the words are the same, "Number, please" and "Thank you." • The Bell System appreciates your patronage and tries to deserve it. In everything that concerns telephone service, we hope you can say: "They're nice people to do business with."

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TO GIVE LONDONERS A PLACE TO SIT DOWN, PRIME MINISTER CHAMBERLAIN INSTALLED NEW PARK BENCHES. HERE HE TRIES ONE OUT HIMSELF



The ballot bulletin board in the Commons. On Feb. 22, it showed a vote of confidence for Chamberlain, 330-168.

BRITAIN TRIES MAKING FRIENDS WITH THE DICTATORS

England has immemorially sat in judgment on the turbulent continent of Europe. And she has immemorially tried to hold aloof and reserve the balance of power. But lately the British Government has felt itself dangerously solid with France and Russia, unsolid with Germany and Italy. On Feb. 18 Mussolini let Britain's Prime Minister Chamberlain know that England and Italy must settle their quarrel "now or never." On Feb. 20 Hitler delivered a Reichstag harangue demanding Germany's colonies back. The hour seemed to have come when England had to make a decision about Europe's dictatorships—friend or foe?

Foreign Secretary Anthony Eden said, "Foe." Prime Minister Chamberlain said, "Friend." On Feb. 20 Eden resigned and attacked Chamberlain for knuckling under to the dictators. For a time a civil war in the Conservative Party threatened. Then on Feb. 25 Eden announced that he would

not split the party. But His Majesty's Government had made a decision that will probably dominate the politics of Europe for years to come.

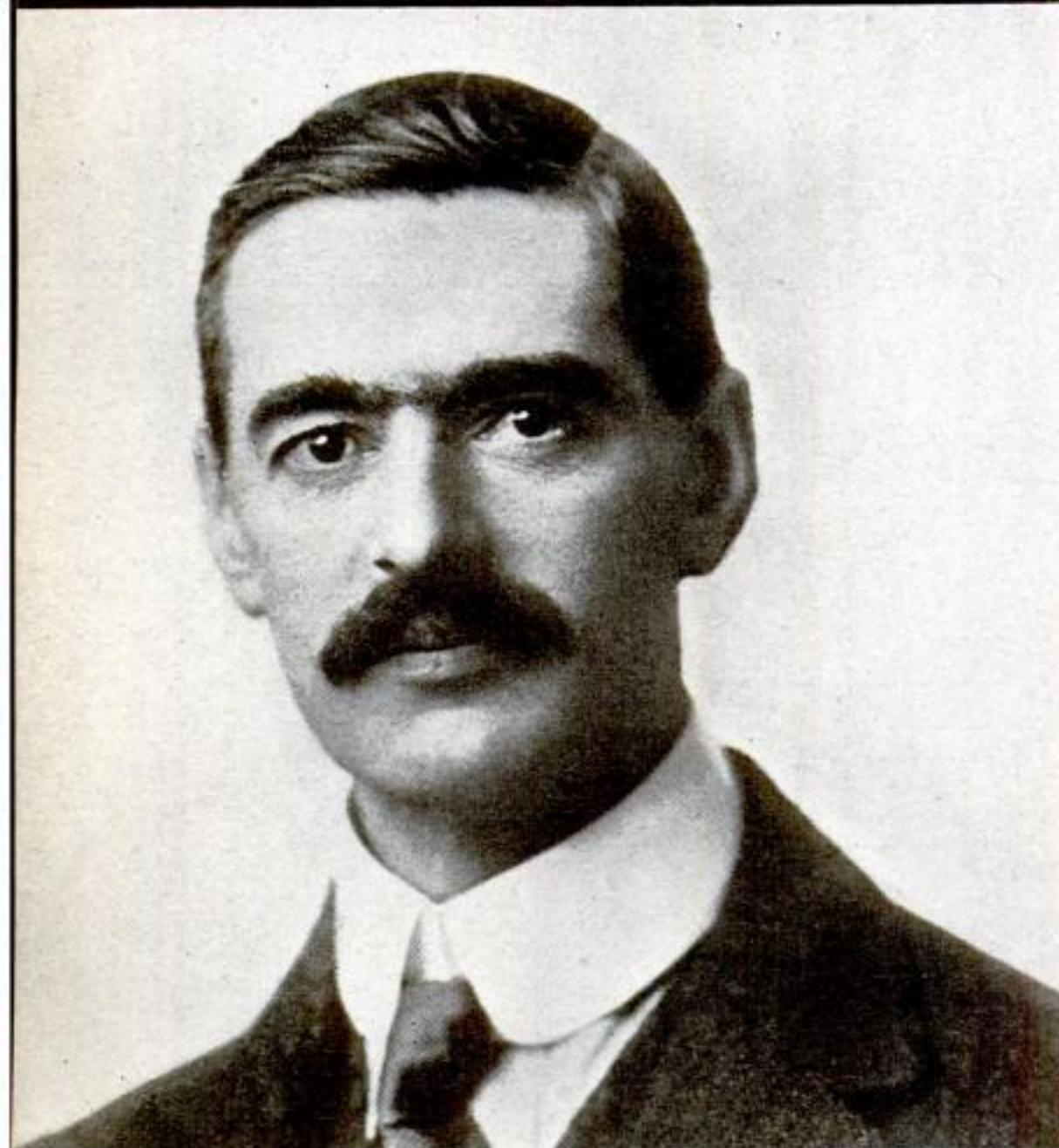
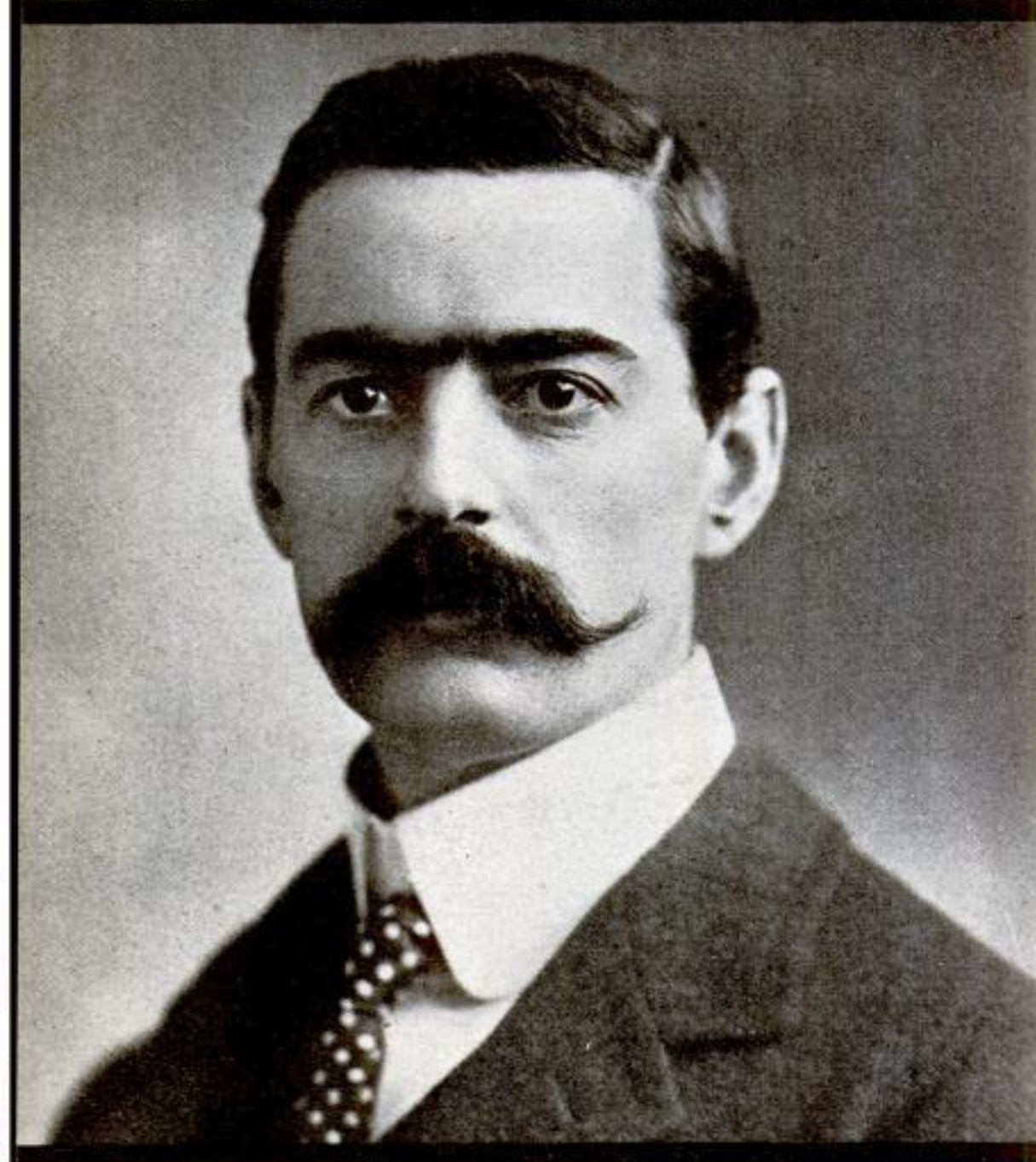
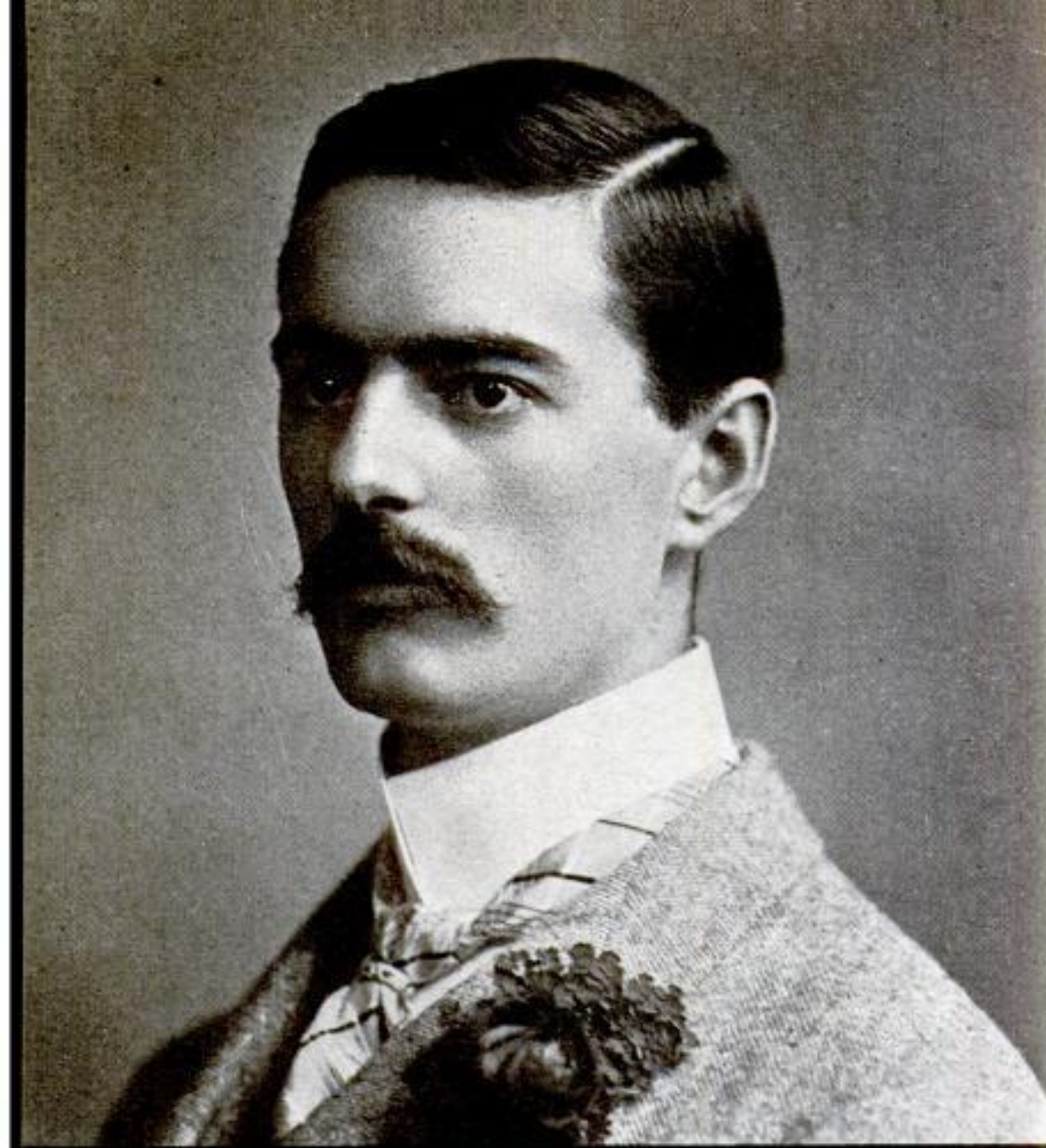
Actually Chamberlain and Eden, both shy younger sons of domineering fathers, are agreed that England's great potential enemies are Germany and Italy. Both know that Britain's rearmament is aimed at Germany and Italy. If either of those powers fight England this year, their chance of winning would be better than in 1940. Both Chamberlain and Eden are aware that Germany does not plan to attack France or Belgium, for military reasons; that Hitler is looking eastward, toward the little nations that Woodrow Wilson created. Eden, however, thinks either that the dictators can be bluffed or should be whipped before they go further. Chamberlain would rather wait until England has its usual 60-40 chance of winning any fight it gets into.

PRIME MINISTER NEVILLE CHAMBERLAIN FACES FACTS

The job of Prime Minister of Great Britain exposes the last secrets of a man's soul. In the English system of government in which the House of Commons is a great, friendly club, the Prime Minister must impose his will by direct dealings with his old friends. As a test of character the job is unexcelled.

Cold, thorough, fearless, Neville Chamberlain is now facing his first serious Cabinet crisis. The Prime Minister has a family history as exceptional as Anthony Eden's (see opposite page). His father was the famous "Old Joe" Chamberlain, Birmingham businessman and pre-War statesman. A great imperialist,

he fixed the economic mold for Britain's present colonial empire. "Old Joe's" elder son, Austen, was picked by his father for a national career while Neville carried on the family hardware business and the Birmingham political machine. Austen was a lover of France and as such was followed by Anthony Eden. Neville entered national politics in 1922 in Bonar Law's Cabinet, became his family's first Prime Minister. Neville is temperamentally no Francophile. A Unitarian, he is a worker and a businessman. Like Eden, he is personally shy, was nursed into politics by his able wife whom he married when he was 40.



The Chamberlain moustache, like the Eden moustache, also developed, from 1888 (top), through 1904 (centre) to just before the War when his statesman-father died (July 2, 1914). Chamberlain has a son and daughter, the latter shown at right with her Birmingham husband and parents.



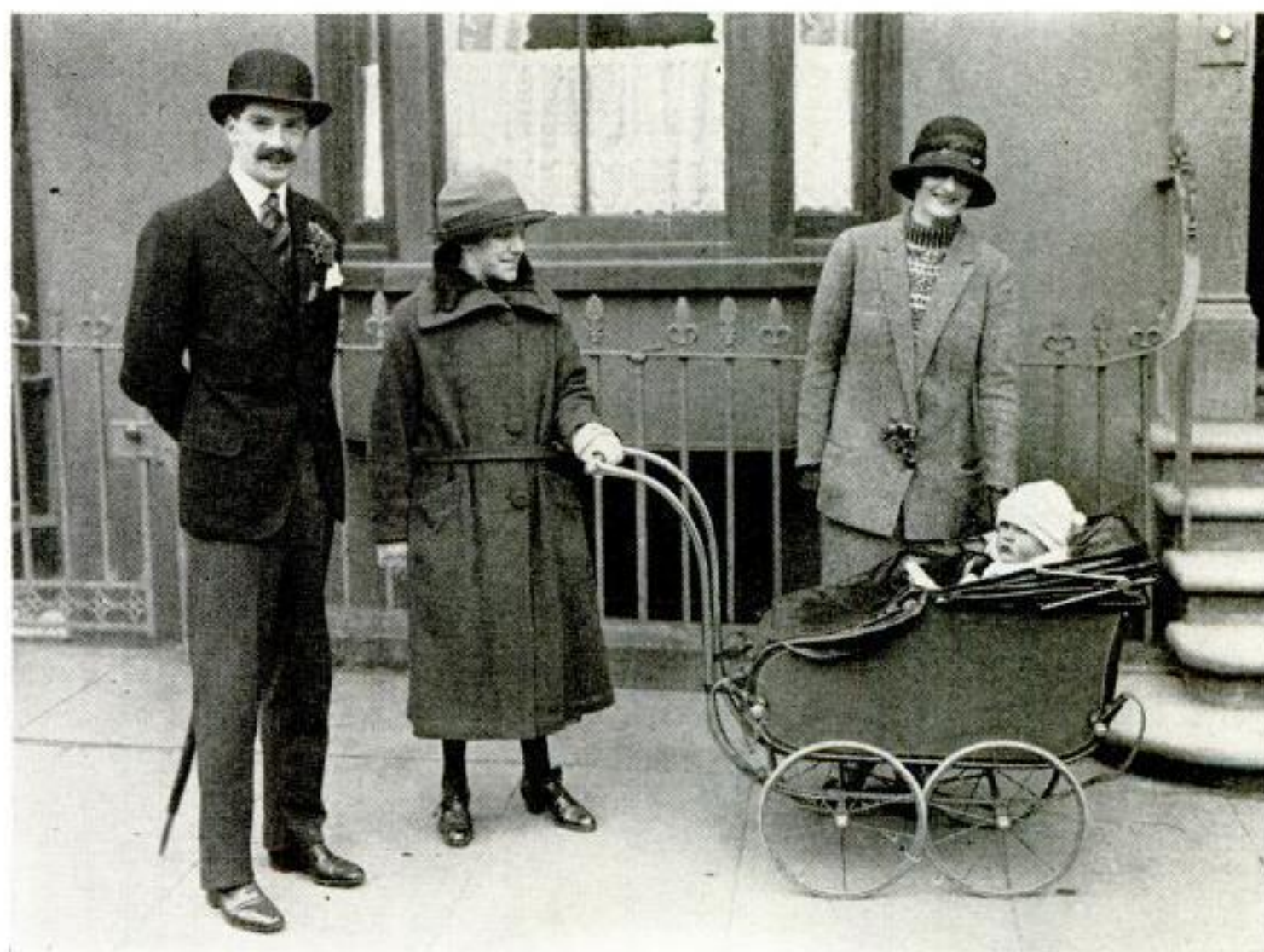
The great Chamberlain family included in 1898 (from left) Neville, Beatrice Mary, Austen, stepmother and formidable

"Old Joe" who dominated his family, his business, his native city Birmingham, his party and the British Empire.





The Eden moustache was bushy at his 1923 wedding (same day as Bonar Law's funeral) to Beatrice Beckett, 18, daughter of a rich publisher. He had fought in trenches facing Hitler.



Eden's elder son appeared in November 1924. Eden, of Eton and Oxford, still had the jumpy, bookish shyness of a son of a terrifying father, wore his derby too low on the head.



By 1935, Eden had been spotted by French friends as handsomest, best-dressed statesman in Europe, he had trimmed his moustache. His nickname at Geneva was "Lord Eyelash."

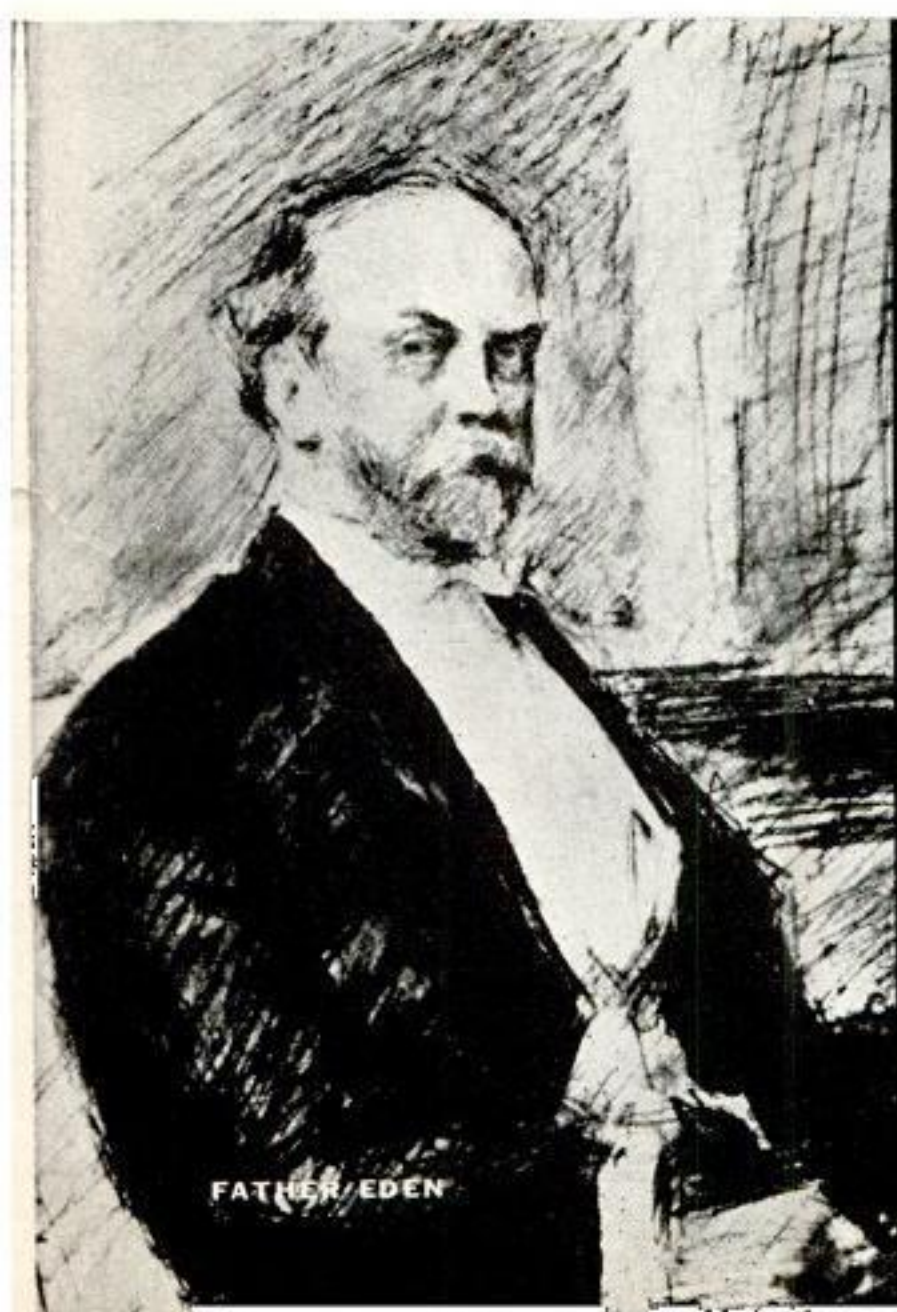


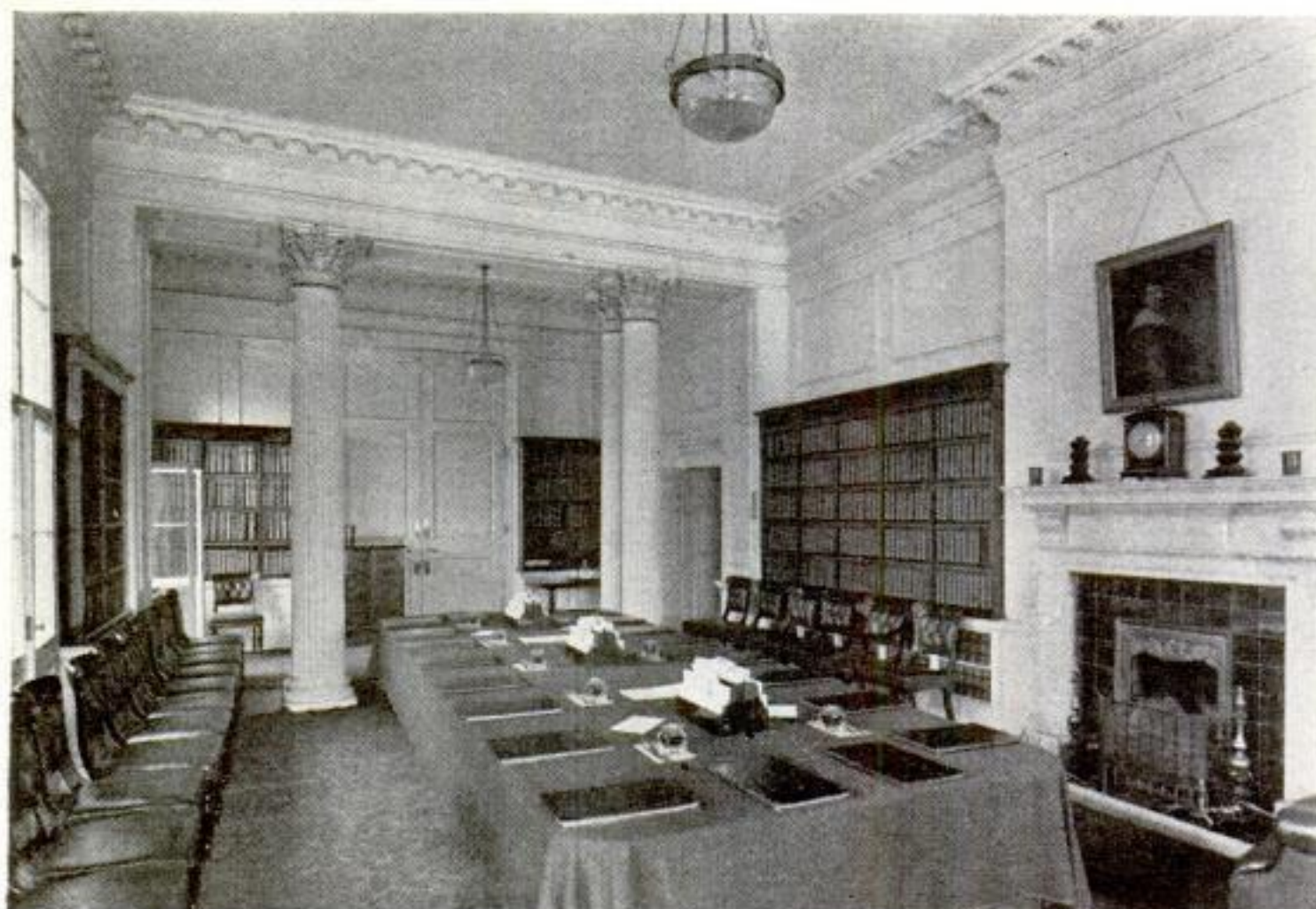
Eden and his wife are today considered the most charming couple in high politics. Both are extremely intelligent, cultured and Francophile. Eden has charmed Stalin but not Mussolini.

The Edens have been Squires With Temperament and Brains

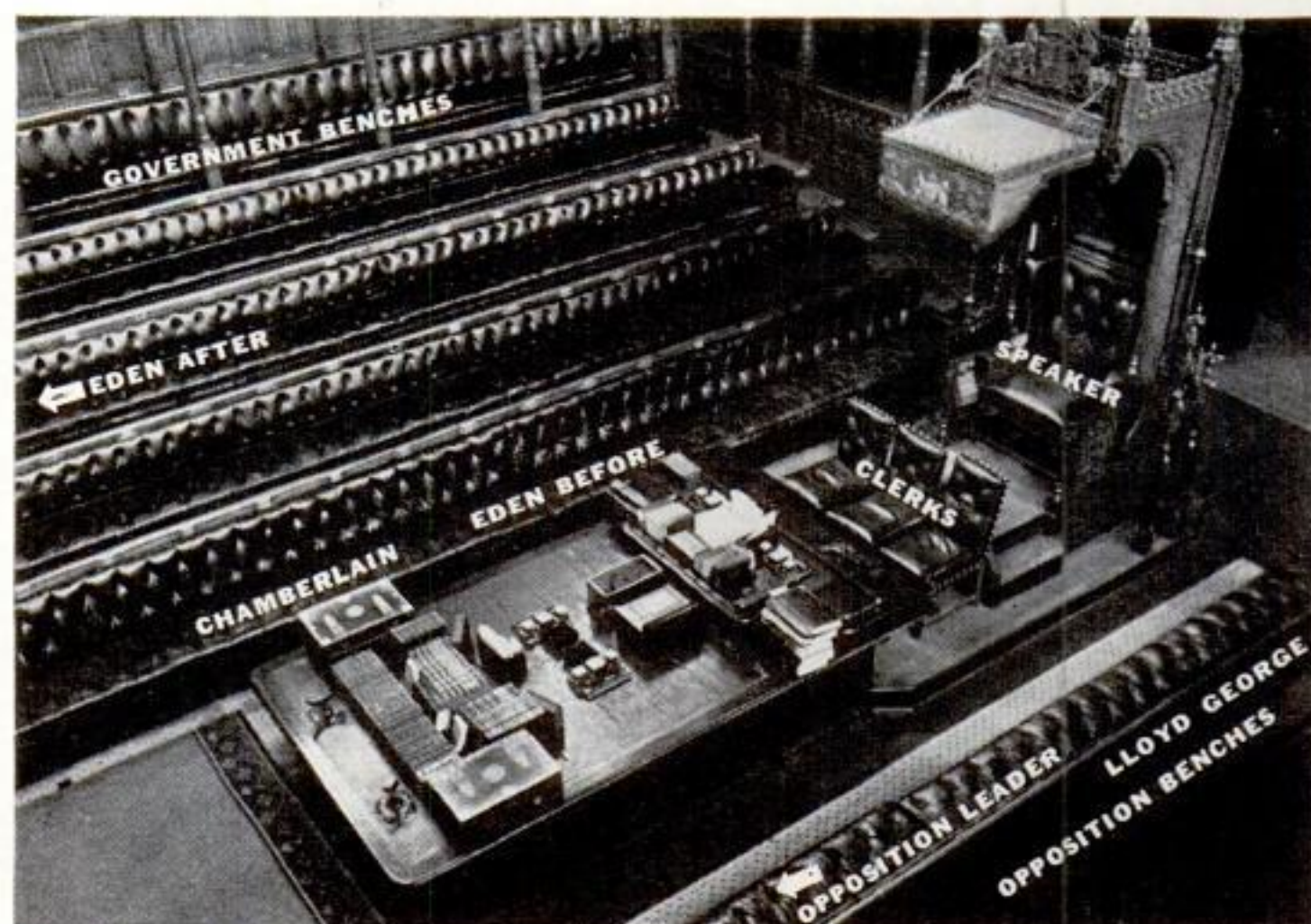
Robert Anthony Eden's family was founded by one Robert de Eden, a knight who died in 1413. He is entitled to call himself a Count of the Holy Roman Empire because of an ancestor's services to Emperor Rudolph II. His father, Sir William, fifth baronet of Maryland, was a rich and brilliant squire, a boxer, painter, huntsman, horseman, atheist who haggled interminably with Whistler over the price of a por-

trait of Lady Sybil Eden. Whistler painted out Lady Sybil's face, Sir William sued successfully for his money back and then painted what he considered a satisfactory replica of Whistler's portrait. Below, from left, are Sir William, his beautiful wife (of the great Grey family), Sir William's Whistlerish portrait of Lady Sybil and famed Max Beerbohm's caricature of the Whistler (left)-Eden squabble.





The Cabinet Room at No. 10 Downing Street is a witness of Britain's great decisions. The rows of books at right are those of the Commons' great 18th Century printer, Hansard.



The House of Commons is never photographed in session. On the spot indicated, Prime Minister Chamberlain since Feb. 21 has been fighting off bitter attacks on his Government.

From all classes of the British People are Members of the British Cabinet drawn

1 Minister for Co-ordination of Defense is Sir Thomas ("Honest Tom") Inskip, farmer's grandson. He is an evangelical (i.e. Low) Church of England communicant. He despises dictatorships. As a youth, he nearly turned missionary. Pugnacious and thorough, he is at 62 a pure "John Bull." His job now is to pep up the various branches of the British armed forces in a feverish effort to match Italy and Germany gun for gun.

2 Secretary of State for Air is the son of an Army colonel. Born Philip Lloyd-Graeme, he took the name of Cunliffe-Lister to acquire an inheritance from his wife's uncle. Later he was given the title of Viscount Swinton of Masham. Affable, pompous, with a thick Oxford accent and a wart over his left eye, he has been nursed along by the British Tories through more ambiguous jams than any other politician of his rank.

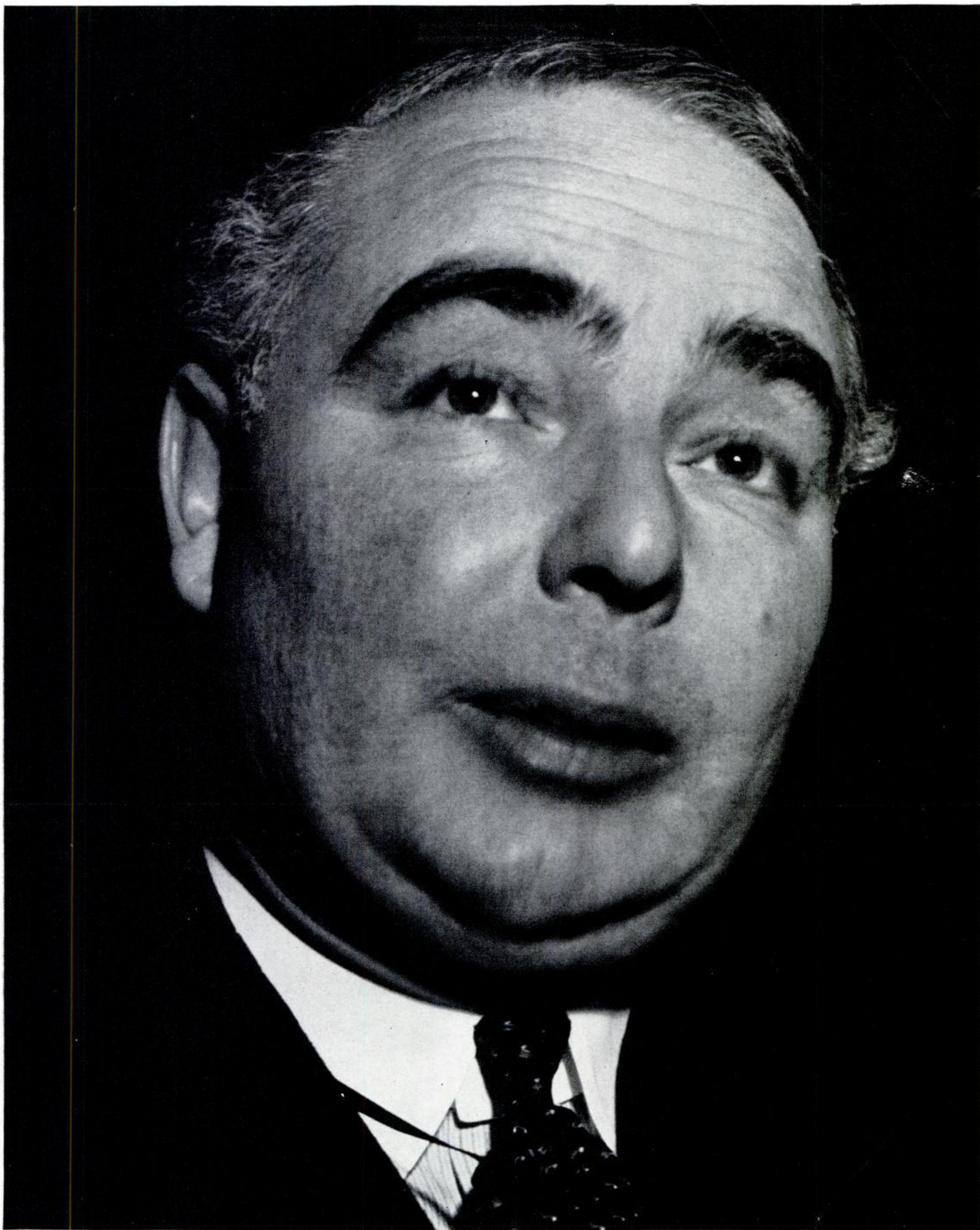
3 Secretary of State for Home Affairs is Sir Samuel Hoare whose "Deal" in 1935 as British Foreign Minister, partitioning Ethiopia between Italy and Haile Selassie, was spectacularly repudiated by the English people. He resigned and Eden took his job. He thinks and talks with precise, tight-lipped realism, is an athlete and art collector. Of a banking family, he is always to be seen smiling in his alert, appraising way.

4 Minister of Agriculture and Fisheries is William Shepherd ("Shakes" for Shakespeare) Morrison, "a coming man." Probably the brainiest Minister in the Cabinet, he has the toughest job—the farm problem. He is a tall, humorous Scot, a farmer's son, a brilliant lawyer with a quick sense of other people's feelings and a flair for the violin. He has four boys, often takes a Saturday night pint at his constituency's village inn.

5 Secretary of State for Foreign Affairs *vice* Eden, his third cousin, is high-born Viscount Halifax, probably mildest of the Cabinet's "pro-German" group which sent him to Germany last November to talk privately with Hitler. His father was a famed High Churchman, Charles Lindley Wood, his grandfather a famed Secretary of State for India and he has been an Indian Viceroy. Halifax believes that all things, even nazism and fascism, are "God's design." He is inflexibly honest and courteous.

6 Chancellor of the Exchequer is Sir John Allsebrook Simon, who gave up for politics the biggest income (\$250,000) earned by a lawyer in England. He has a brain like a kit of doctor's scalpels, a power of analysis that is slightly greater than his great sense of justice. He occupies the objective-minded dead-centre of the political shadings in the Cabinet. No anemic bookworm, he is a vigorous golfer, used to do the Charleston.





Secretary of State for War

Most spectacular personality in the British Cabinet is a rich Sephardic Jewish bachelor who was born Leslie Belisha and added his stepfather's name, Hore, to become Hore-Belisha. As War Minister he is now revolutionizing the British Army

by stepping up young men to old men's positions. He goes to bed and gets up late, lives with fastidious luxury, reads a great deal of history but very few novels, hates gloom and shooting. He has a fine publicity sense and high moral courage.

LIFE ON THE AMERICAN NEWSFRONT: ONE FAMED BOSS TRIMS ANOTHER ON FLORIDA LINKS



Out of the sand traps of New Jersey politics to green fairways at Miami Beach came Jersey City's embattled Mayor Frank Hague on the morning of

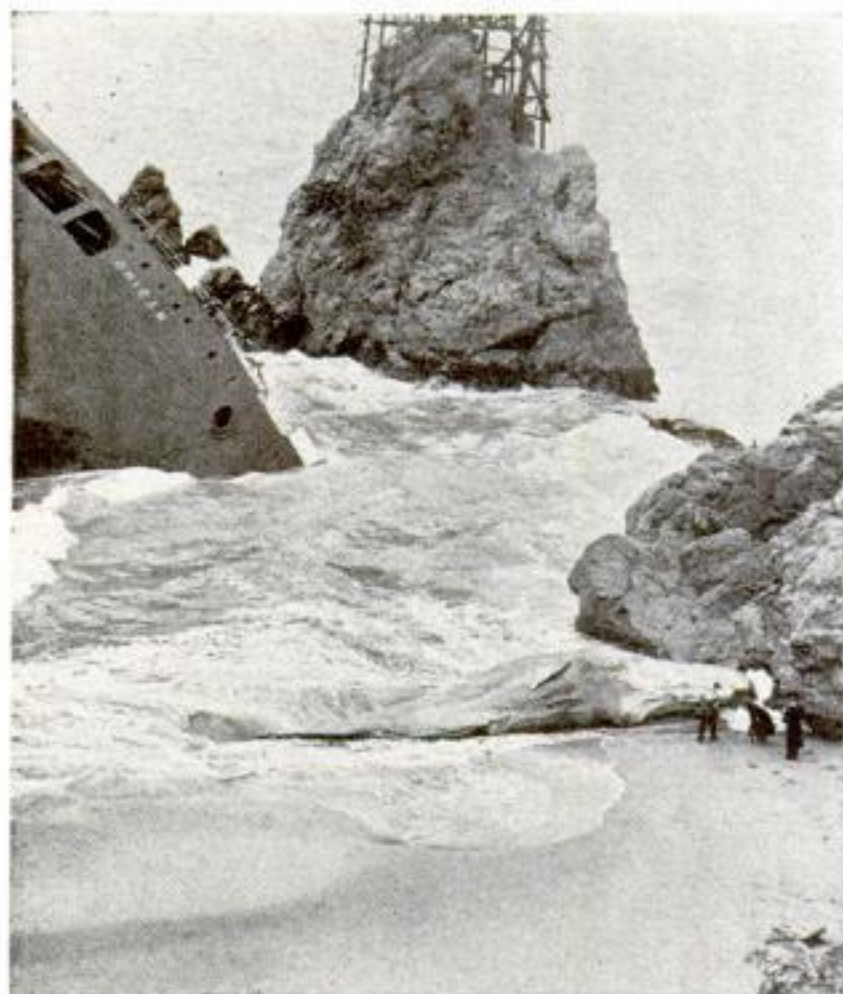


Feb. 21. There he was met by another veteran politician, James A. Farley, and two other friends. During the foursome Hague played his usual talkative but not unskilful game (left) while Farley won from his caddy the



appraisal "not so hot." At the end of nine holes they drank Coca-Cola (right), checked their cards. Results: Hague, first, 49; Farley, tied for last, 58.

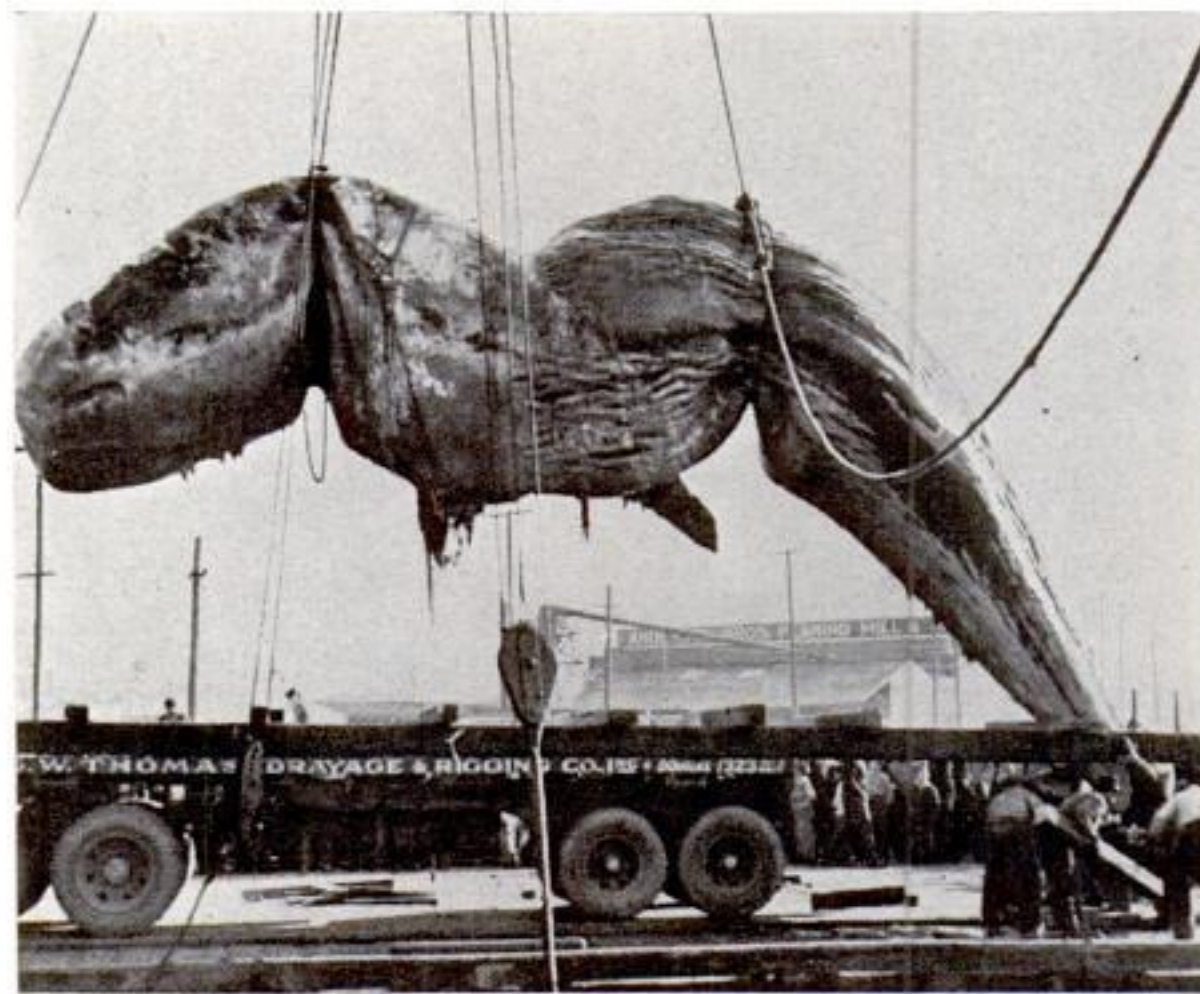
A WANDERING WHALE COMES TO GRIEF IN GOLDEN GATE HARBOR



A derelict from the sea, this 60-ft. female whale was washed ashore Feb. 11 near the wrecked freighter *Ohioan*, also a victim of Golden Gate's rip tide.



Tugboat and towlines hauled the whale from the beach. For a week its frantic efforts to find an outlet from the bay had menaced harbor craft.



No watery grave but the tallow pot in a reduction plant was the fate of Golden Gate's hapless whale. To scientists at the University of California its brain was apportioned; to soap and dog-food manufacturers its torso.

AN INTERCLUB SHAG CONTEST PRODUCES SOME NEW DANCE FORMS



The Big Grapple (left) was one of the maneuvers exhibited at the city-wide shag contest staged by the Madison Square Boys Club in New York on Feb. 23. Dance teams representing churches and clubs from all parts of the city competed for a silver cup and cash prizes.



Winners of the contest were Peggy Keating and Leonard Rowan of the Bronx, shown briskly bumping knees at right. They won the cup, \$5, and glory. In a typical trucking evolution at left are Runners-up Leone Doremus and Frank Conlon of Manhattan. They won \$4.

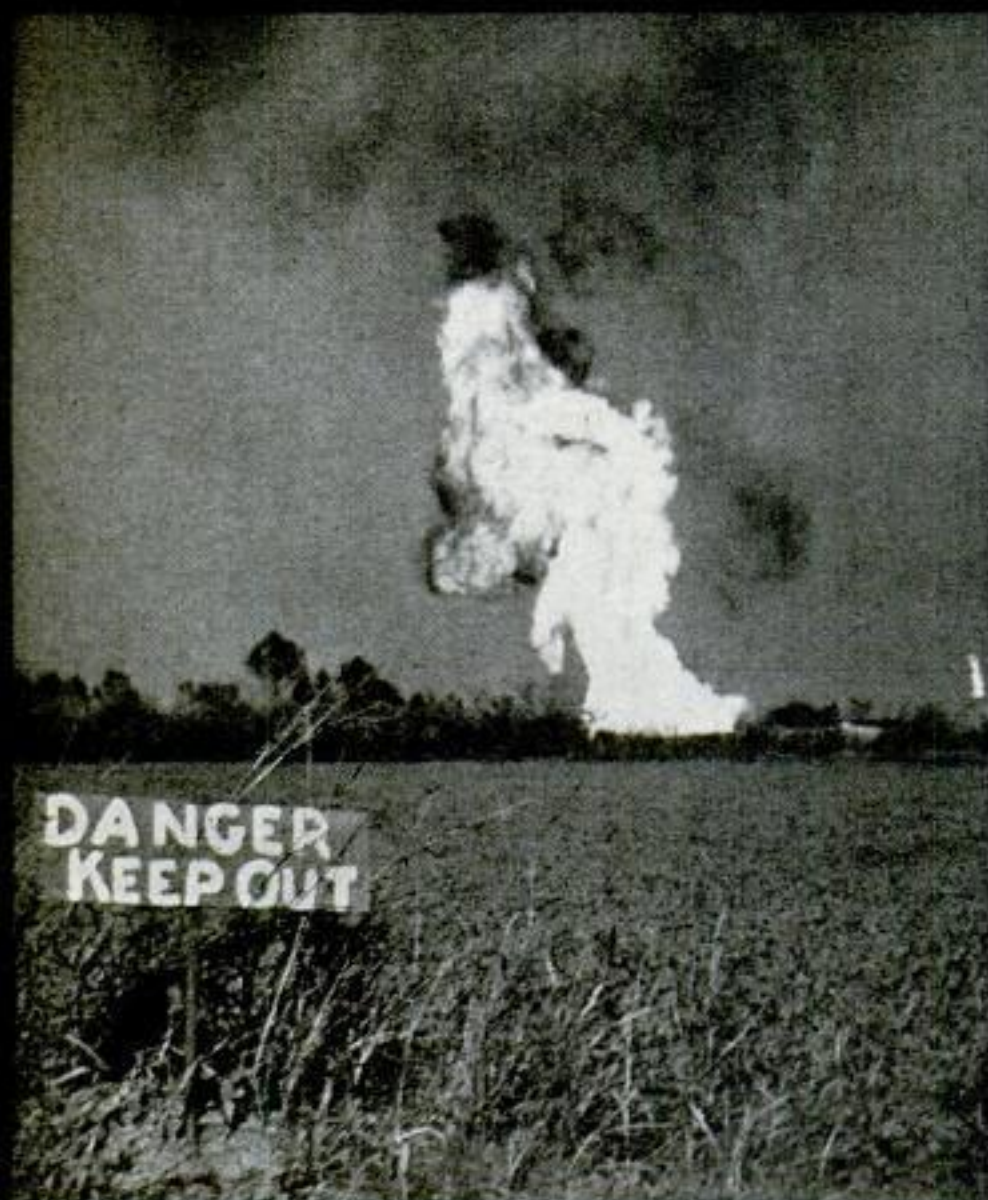
NAZIS HAIL GEORGE WASHINGTON AS FIRST FASCIST



Protesting allegiance to the U. S. flag is a leitmotiv of all Nazi assemblies in this country. On Feb. 22 the German-American Bund of New Jersey undertook to manifest its patriotism by holding meetings in honor of Washington's

Birthday. In Hackensack its members hired a hall, procured a picture of Washington, hung it beside the swastika. Highlight of the evening was a speech by the Rev. John C. Fitting, Bund official, hailing Washington as "the first

Fascist" and as a "realist" who knew democracy could not work. Bundsman Fitting praised Washington's courage, related by way of illustration that at 15 young George "rode a horse to death because the horse would not give in."



1 A geyser of flame spouts from Davenport's well on Jan. 8, warns oilmen other sealed wells may go too.



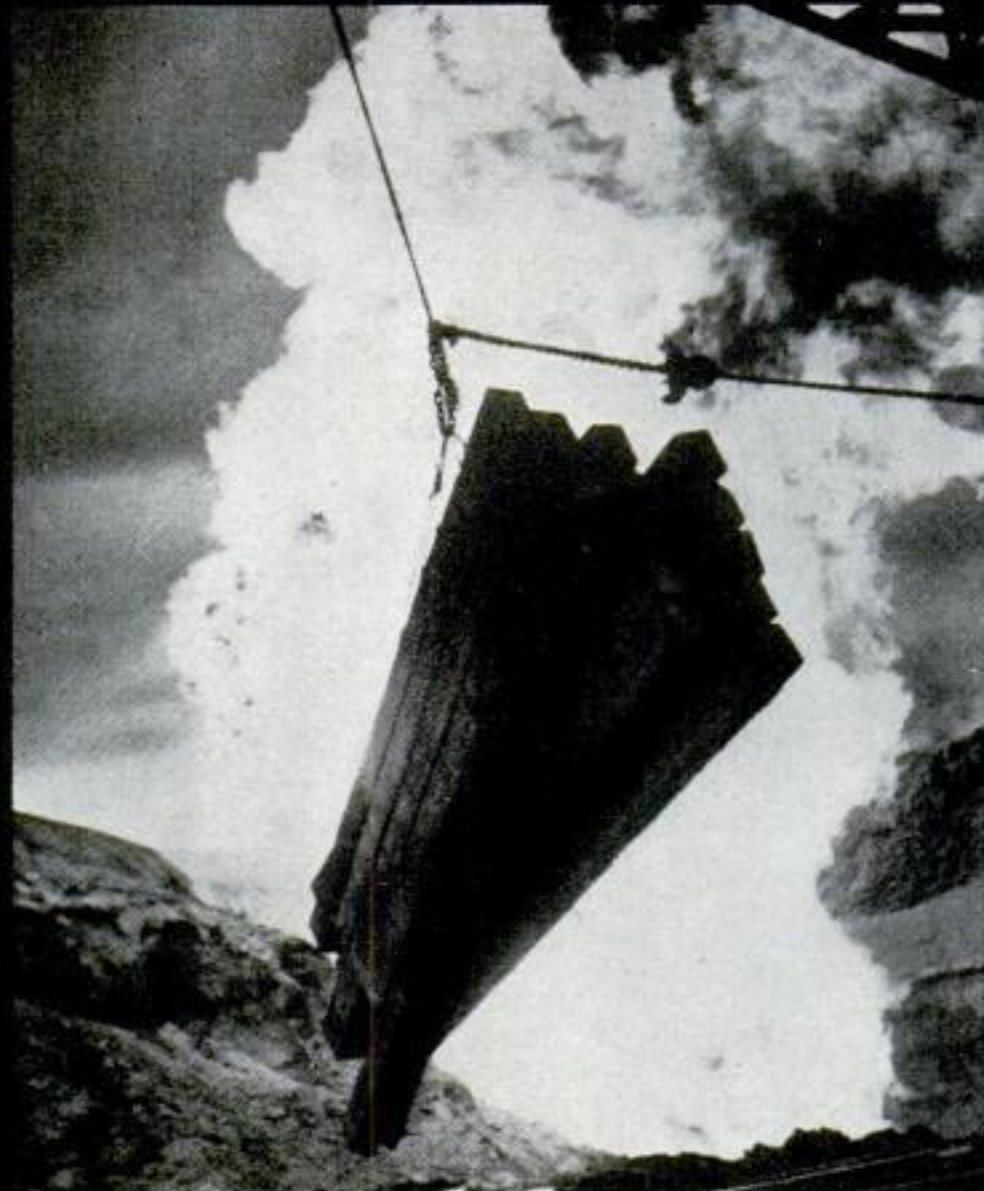
2 The firefighting Pattons arrive on Jan. 11, expecting a ten-day job. Note reflection of fire on car door.

The extreme southern tip of Texas is believed by geologists to rest upon a mighty cavern of gas and oil, barely tapped as yet by U. S. producers. Because no market has been found for the gas which roars forth at a ratio of 120,000 cubic feet to each barrel of oil, Texas has enjoined all operations in rich LaBlanca Field.

Among drillers there was an independent from Mission named Davenport. His No. 2 well had produced 96 barrels of oil a day until the State's injunction sealed his casing. On the night of Jan. 8 a watchman at the closed field heard a curious noise, saw hummocks of earth shooting into the air on all sides. The casing in Davenport's well had been cracked by huge internal pressures. Next morning the escaping oil and gas caught fire, blew a crater 40 feet deep. The H. L. Patton Corp. of Houston, veterans of a hundred fires, were summoned. For six weeks they battled the stubborn flames. But Driller Davenport's fire proved the toughest venture of their career. On Feb. 22 they retired, defeated, and seared, minus \$2,000 worth of equipment. The story of their courageous failure is shown on these pages.



3 The Pattons inspect the situation from a distance while their dredge works forward to the crater rim.



4 Heavy 12x12 timbers are laid down and strung on cables, to support the dredge in the seepage-soft earth.



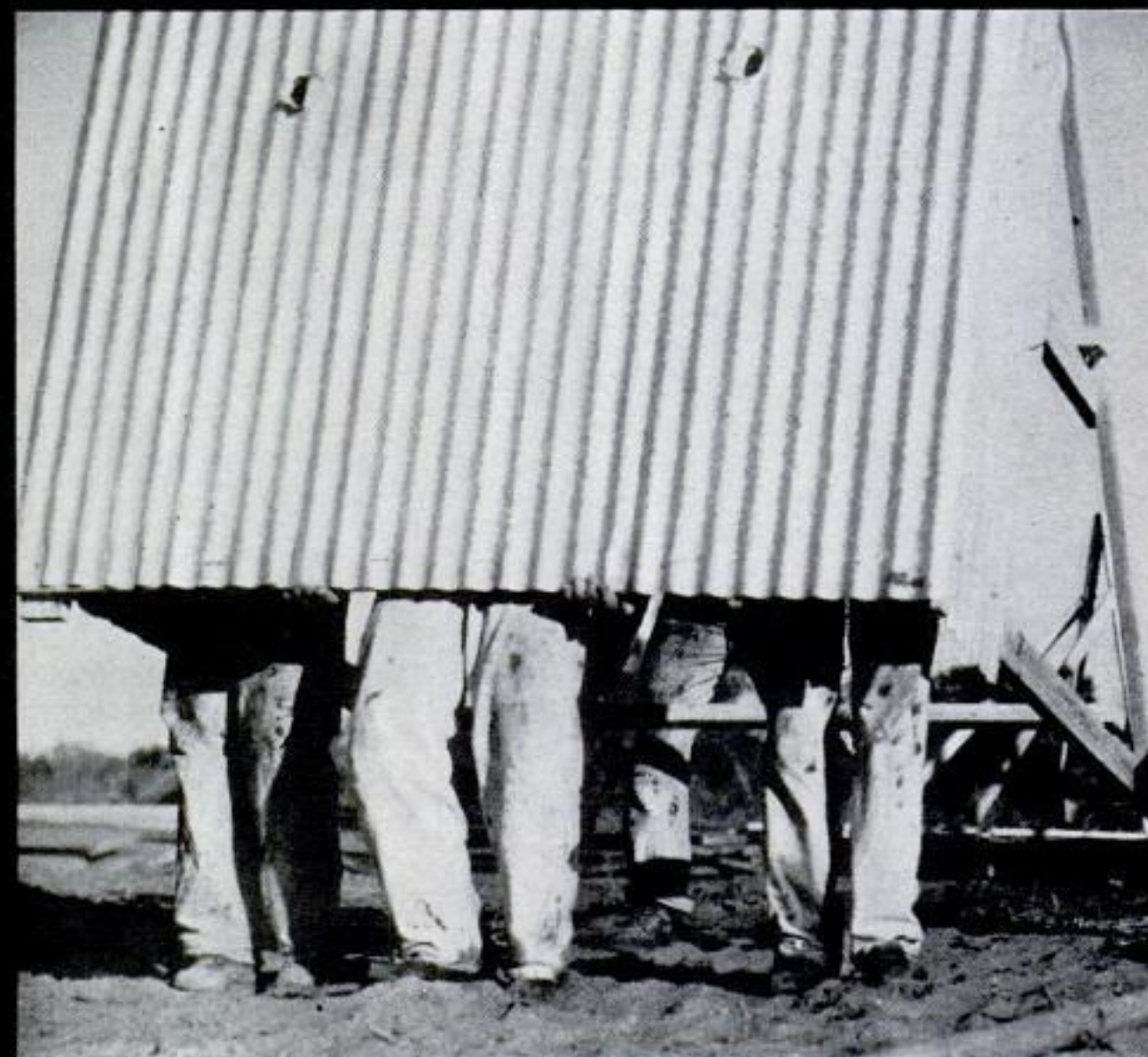
5 Despite scorching heat the Pattons creep forward to unhook the dredge cable and place the mats in position.



6 To keep the steel boom from melting in the flames, a water line sprays its whole length.



7 Fishing for the submerged valve head, this big hook soon melted in the intense heat.



8 Behind a corrugated sheet-iron shield the Pattons advance on the fire. The holes in the screen are for hose nozzles and observation.



9 From behind a secondary shield two firefighters play hoses on a lone scout far out ahead of them.



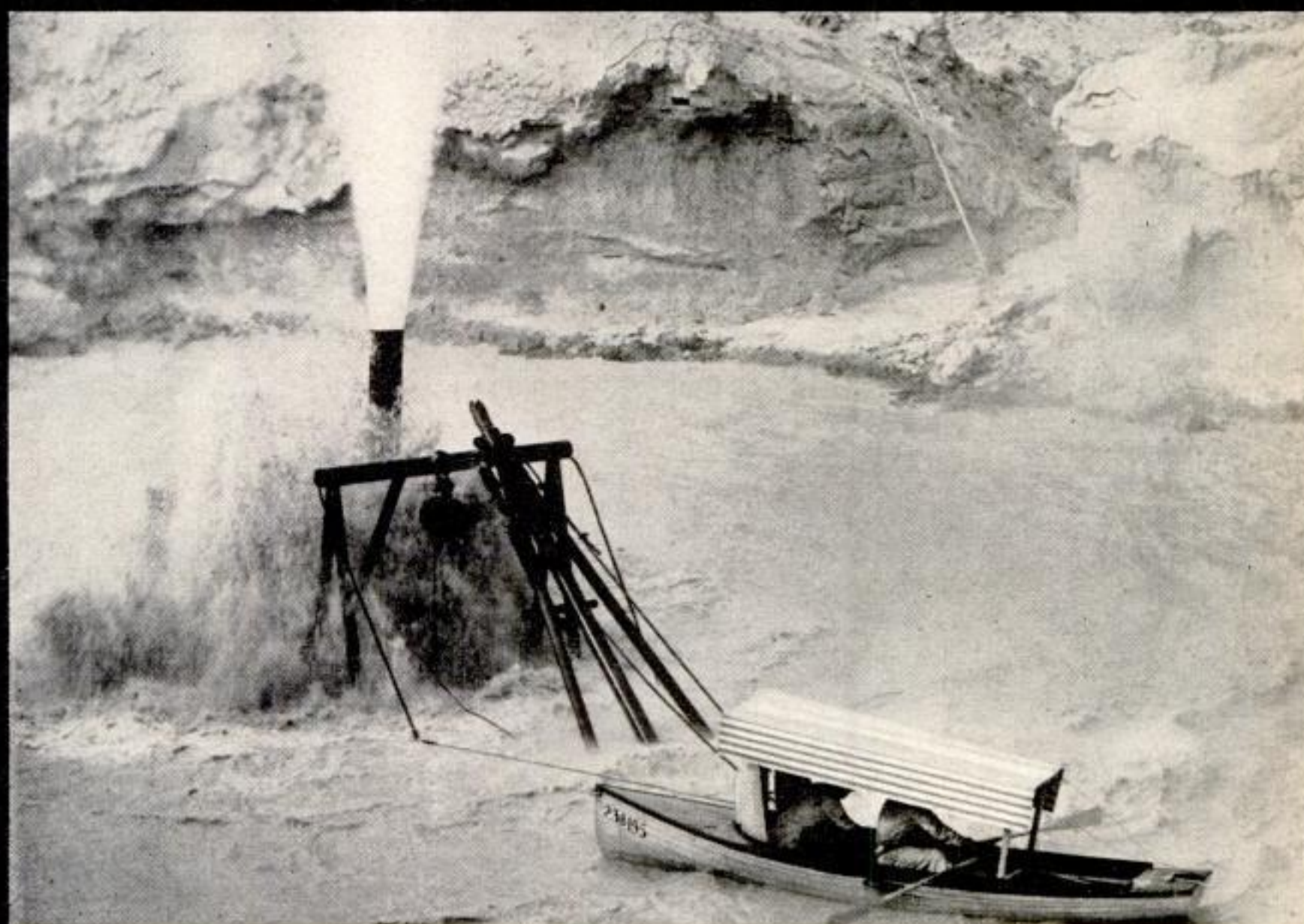
10 The casing spouts a column of oil, gas, flame.



11 With the casing pulled upright, the Pattons weld a water valve to its side, hoping to drown the flames. But the valve wrenches loose, opens another vent in the casing.



12 Pattons flood the crater almost to rim by diverting an irrigation canal. But the unchecked flames still bubble up through the boiling water.



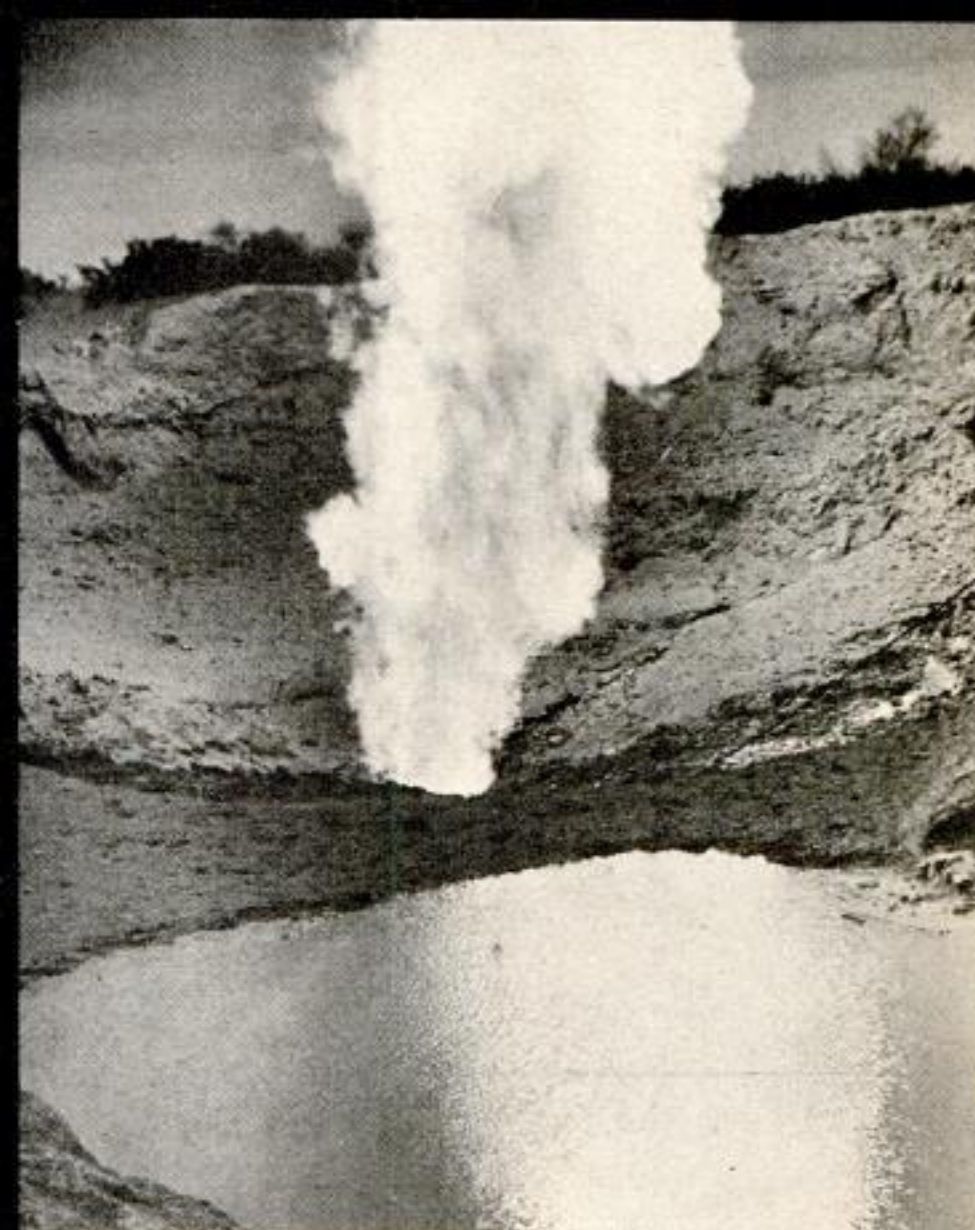
13 Attempting to attach a manifold, two firefighters row out to the geyser in a tin-roofed boat, spring a leak, hurry back. An hour later the boiling water abruptly extinguishes the flames.



14 Amid a cloud of gas that might at any moment be ignited the Pattons lower valves, swedge, manifold.



15 With victory in sight the crater floor explodes. The weakened casing had given way underground.



16 Beyond control the flames belch forth again on Feb. 22; the weary scorched Pattons concede defeat.

LIFE ON THE AMERICAN NEWSFRONT: McNUTT EATS HIS WAY TOWARD THE WHITE HOUSE



Steak in San Francisco, with friends at the St. Francis Hotel, started McNutt on his transcontinental eating derby.



Cantaloupes in Washington ended the derby. This banquet was tendered by Filipinos day after the big reception.

Beautiful Paul McNutt, the High Commissioner of the Philippines, was presented by his fans on Feb. 23 as a Democratic candidate for President. The method of presenting him was chiefly gustatory. As soon as Mr. McNutt stepped off the *Hawaii Clipper* at Alameda, Calif., he and his friends began eating. They ate in San Francisco, ate in Denver, ate in a special railroad car to Chicago, ate most sumptuously in Indianapolis, Ind., where ex-Governor McNutt is still boss of a powerful political machine. Climax of the dining derby was a reception in Washington which experienced guests, amazed, called the greatest feed in the capital's history. The Hotel Mayflower's maître d'hôtel held a press conference to describe it as his "greatest triumph."

Presidential booms are familiar phenomena of American politics but seldom are they launched with such fanfare so far in advance. The McNutt debut got a cold shoulder from the New Deal, whose satellites pointedly passed up the tempting Mayflower feast. But political observers, counting McNutt's wide following as a past National Commander of the American Legion, his reputation as "dictator of Indiana" and his astonishingly good looks, decided he would have to be reckoned with in 1940.



THE TABLE AT THE MAYFLOWER RECEPTION GROANED UNDER \$1,800 WORTH OF DELICACIES. TWO CAKES BEAR EMBLEMS OF THE U.S. AND INDIANA



"The Adonis of the Wabash"

Mr. McNutt has one obvious disadvantage as a Presidential candidate. His name calls to mind Rube Goldberg's famous comic-strip character, Boob McNutt. But this unfortunate coincidence is more than offset by the appearance of the "Adonis of the Wabash." With bronzed skin,

prematurely white hair and sparkling blue eyes, he is handsome as a movie star. His wartime years as an Army major have given him a military carriage. He is always perfectly tailored. As one stenographer remarked to another at the Washington reception: "He's tall, tan and terrific."

ONE AMERICAN HIGH SCHOOL: THE THOMAS JEFFERSON OF SAN ANTONIO

Here 2,394 young Texans get an education and a lot more besides

The Thomas Jefferson High School of San Antonio, Tex., is one of America's 28,000 public secondary schools attended by 7,000,000 pupils. With 2,394 students, it is bigger than most, though by no means the biggest. With a new and spacious building, which cost the people of San Antonio a million and a half dollars, it is better housed and better equipped than most. And the natural exuberance to be found in the very air of Texas has endowed it with an uncommon amount of "school spirit." Thus it cannot stand for all the 28,000 schools. But in the West at least it can stand for the new elite in American high schools. Unless you live in a sizable city west of the Allegheny Mountains and unless you have been to a high school yourself in the last ten years or sent your children to one, you have probably never seen its like.

Thomas Jefferson High teaches history and languages and mathematics ("math" is the most hated course in school), but it also teaches manners, dancing and radio broadcasting. It has two gymnasiums, a little theatre, a cafeteria, an armory, a drill ground and more playing fields than many colleges. It has clubs which the school authorities recognize and fraternities and sororities which they don't. It holds a weekly dance, with music by one of three school orchestras or an outside

band. It has a R.O.T.C. for boys and a R.O.T.C. auxiliary for girls. It has a corps of 150 "Lasso" girls, nattily turned out in cowgirl outfits, who travel all over the State.

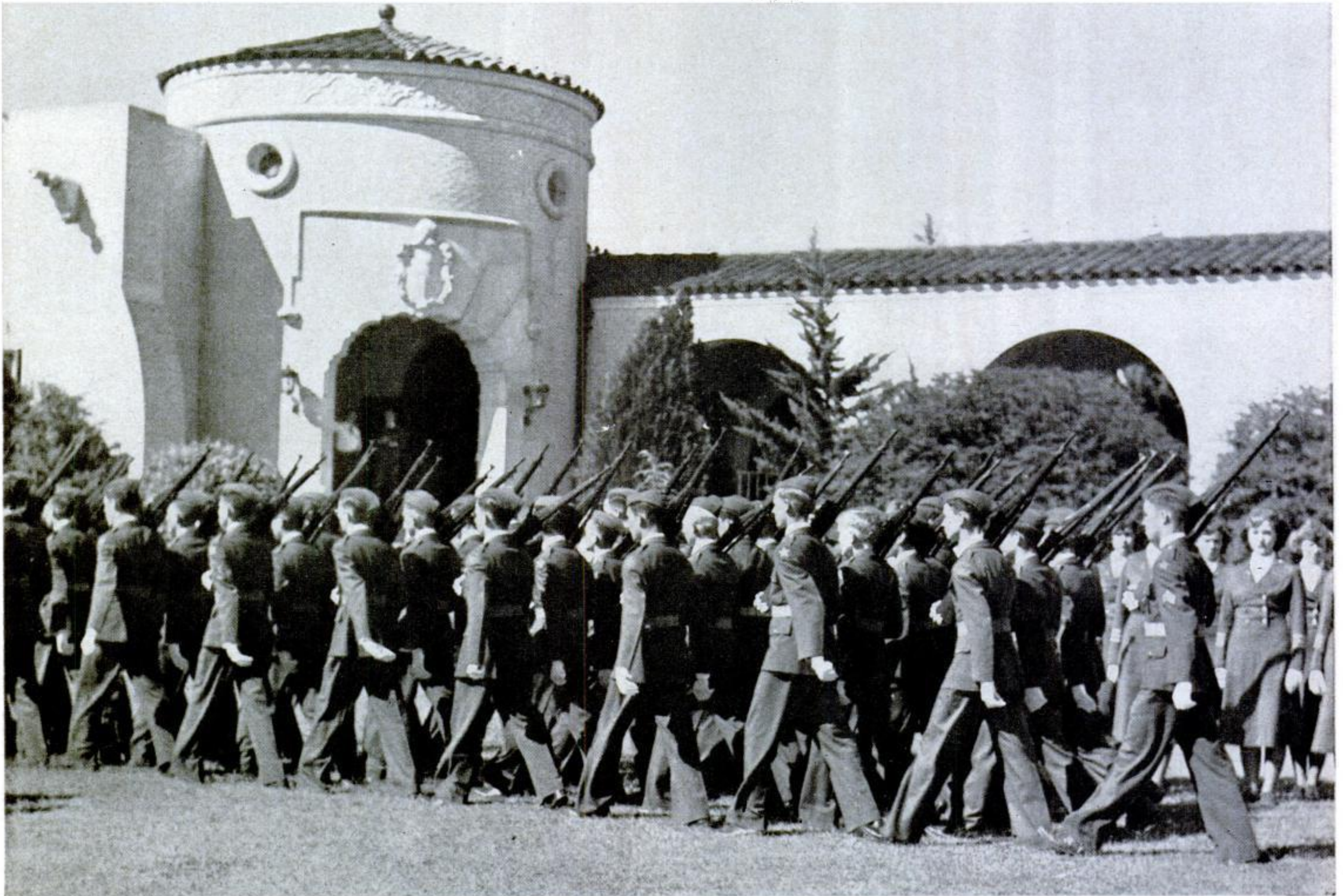
This school on the Texas prairie is, in fact, a miniature of the great State universities of the West. More than 60 per cent of its students will go on to college and, meanwhile, they ape college manners. They come to school in ancient "jalopies" which they drive pretty well, for the school has a safe-driving course. The girls wear pretty dresses and silk stockings or ankle socks with low-heeled shoes.

The boys wear slacks and no coat or tie, with only an occasional loud sweater to give away the studied carelessness. On drill days they come proudly in R.O.T.C. uniforms.

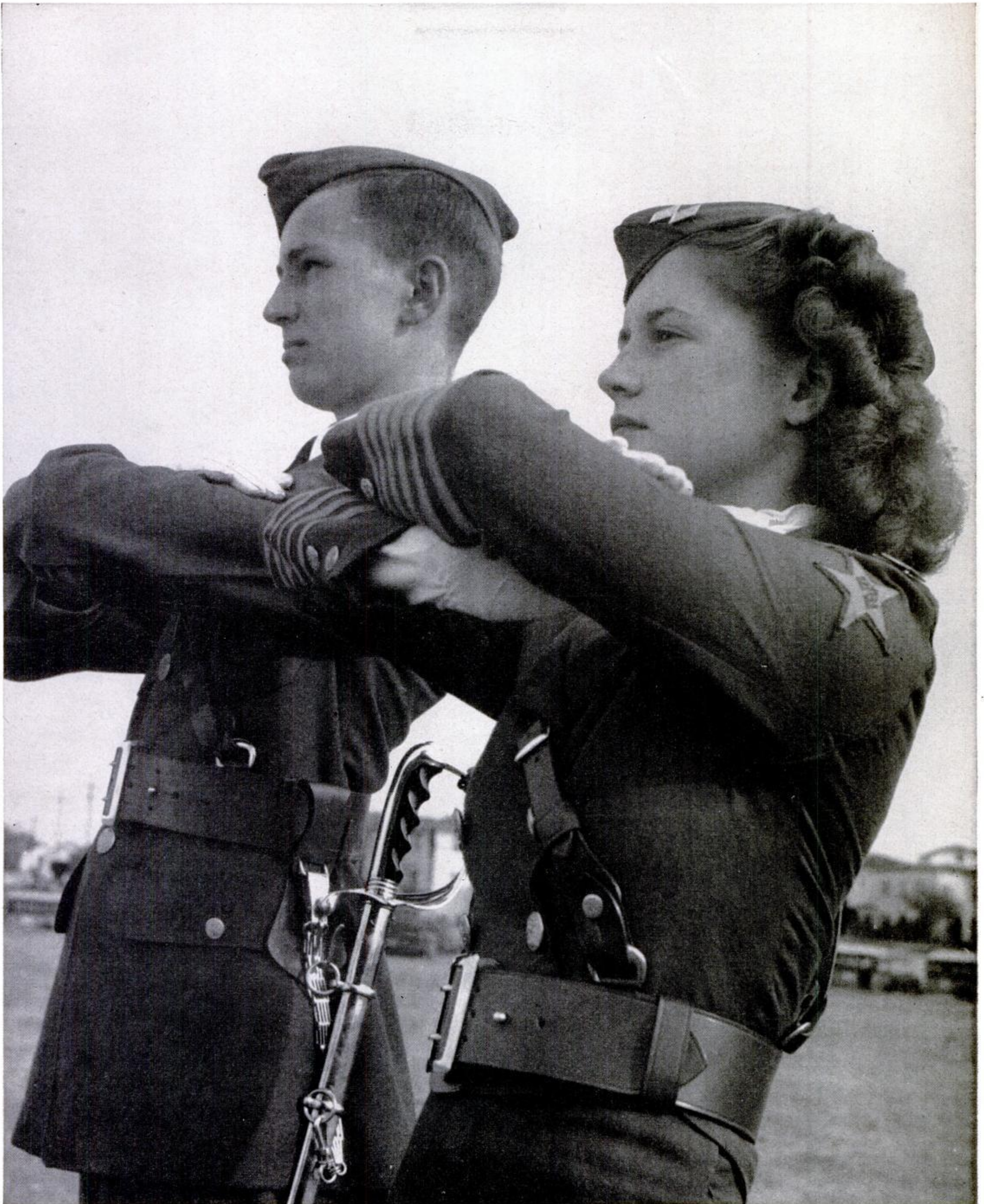
The R.O.T.C. unit is copied directly from college models. It may seem out of place in a school which bears the name of Thomas Jefferson but Jefferson, besides being a foe of militarism, was the father of the land-grant college. These colleges have fostered the R.O.T.C., believing that, in return for a free education, America's youth should prepare itself to defend the democratic system which makes that education possible. The boys and even the girls of Thomas Jefferson High will be prepared.



A STUDENT "JALOPY" IN FRONT OF THE SCHOOL



THE R.O.T.C. UNIT GIVES JEFFERSON HIGH A MILITARY LOOK. THESE CADETS ARE PARADING PAST THE CORPS OF GIRL "SPONSORS."



"Pass in Review" Colonel Harry Andrew Watson of the Thomas Jefferson High School unit, Reserve Officers Training Corps, reviews cadets with his "Sponsor," Dorothy Murray Perkins. Among the attractions of officership in the R.O.T.C., in addition to wearing stripes

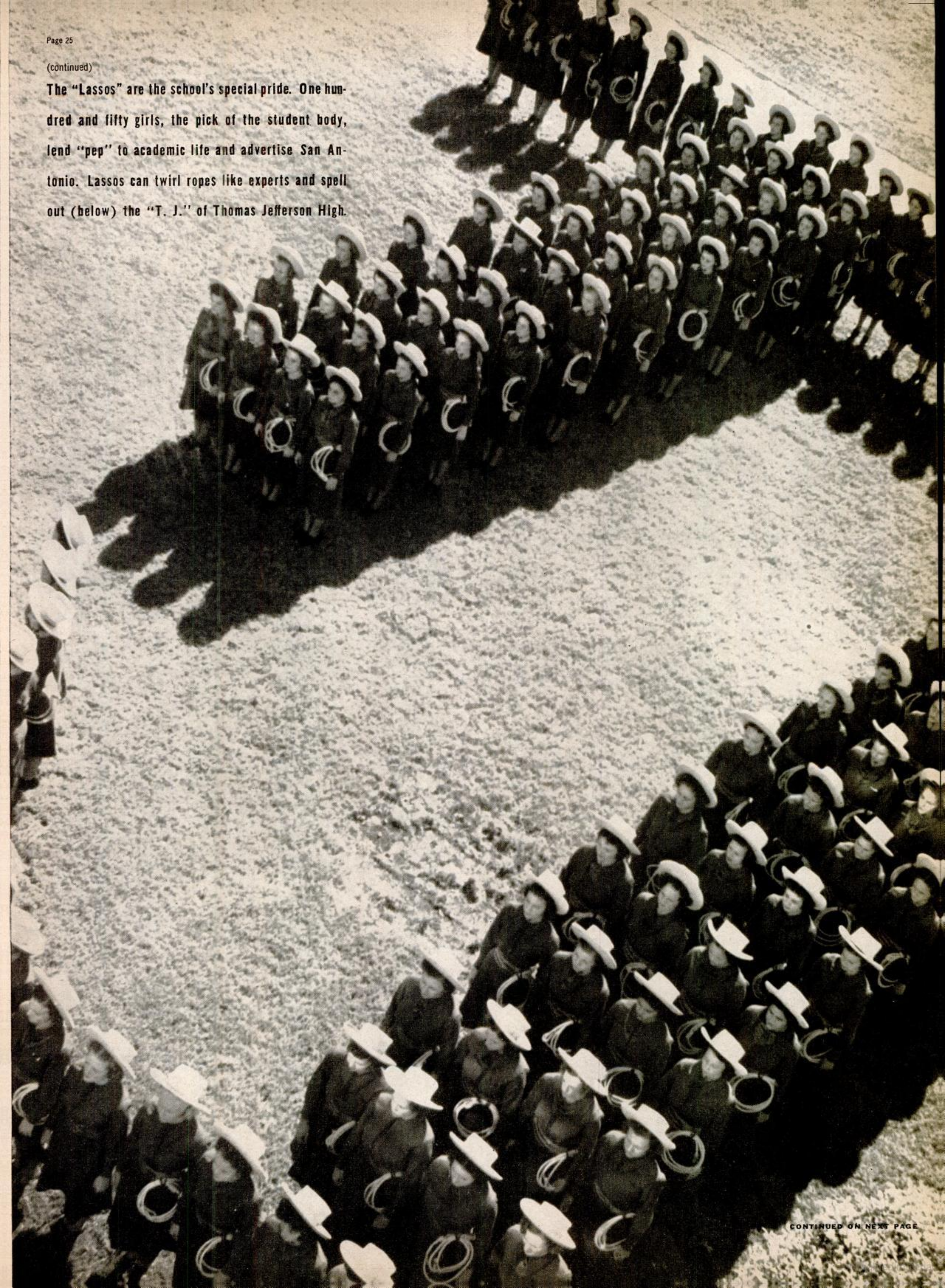
and a sword, is the privilege of picking a Sponsor. Each of the 33 student officers may choose any girl in the school to be his Sponsor and stand or march beside him on all occasions. "Sponsors" are generally the prettiest and most attractive girls in school.

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The "Lassos" are the school's special pride. One hundred and fifty girls, the pick of the student body, lend "pep" to academic life and advertise San Antonio. Lassos can twirl ropes like experts and spell out (below) the "T. J." of Thomas Jefferson High.



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Miss Stone is popular and so is her course in journalism. Thomas Jefferson High has 89 teachers, a ratio of about one to every 25 pupils. Fifty-six of the teachers are women.



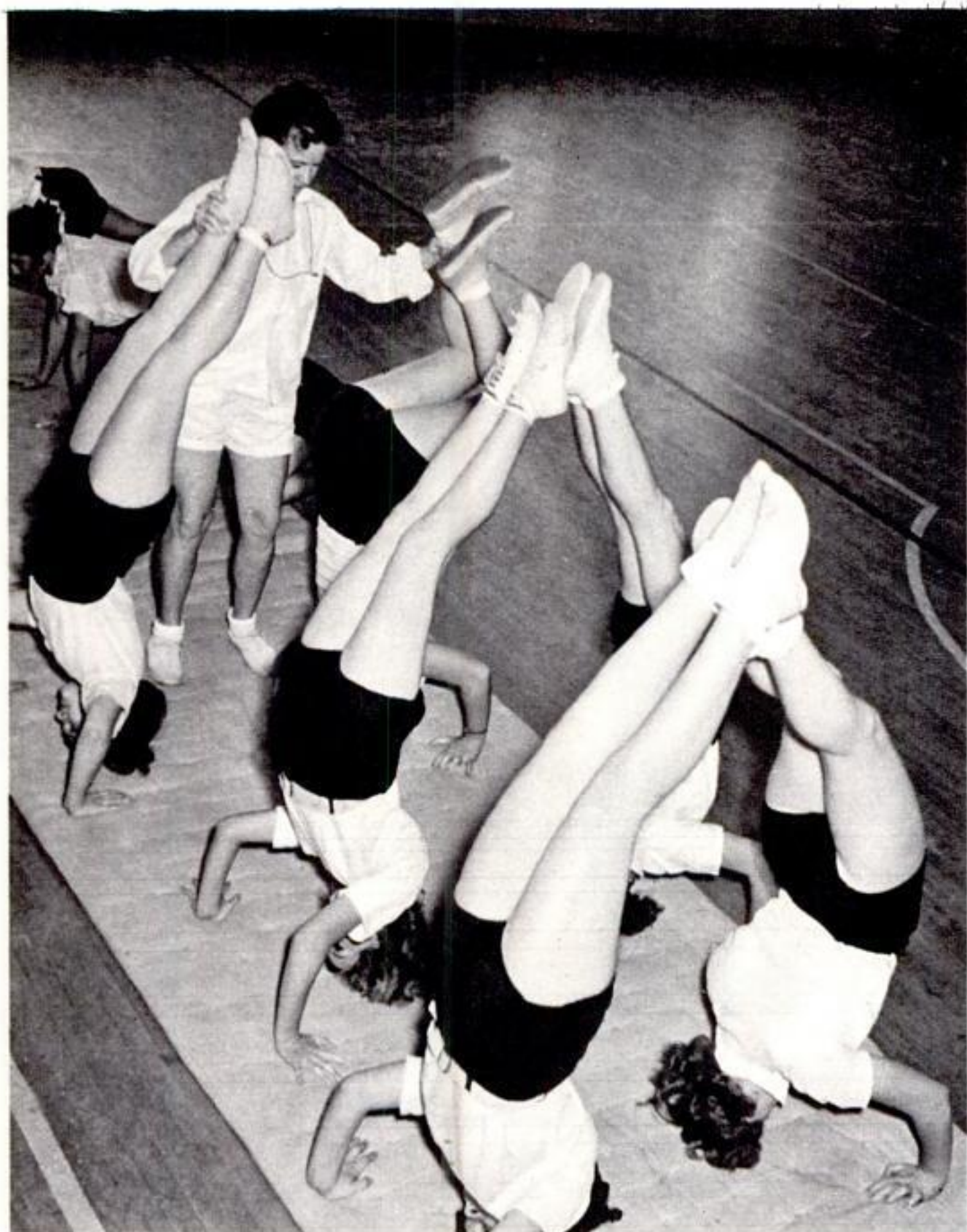
Wednesday is "shine-up" day for the R.O.T.C. and members spend the afternoon polishing rifles. The U. S. Army furnishes all equipment and an Army captain to drill the corps.



A Sponsor off duty powders her nose. The R.O.T.C. has long relied on snappy uniforms and guns to attract boys into the corps. Sponsors are a new idea and even more effective.



Home girls take sewing and later dress designing. The school's vocational department includes courses in architectural draftsmanship, radio engineering, interior decorating.



Tumbling is for health. All girls and boys must take some form of exercise. Besides tumbling, girls may take tennis, archery, volley ball, field hockey and rifle practice.



Dancing is for grace. A modern high school thinks of more than students' minds and this dancing class helps girls through the awkward age. There is also a course in manners.



Golf is taught by a champion, Betty Jameson, a last year graduate and Trans-Mississippi Women's champion, who donates her time. The girls wear shorts for all outdoor sports.

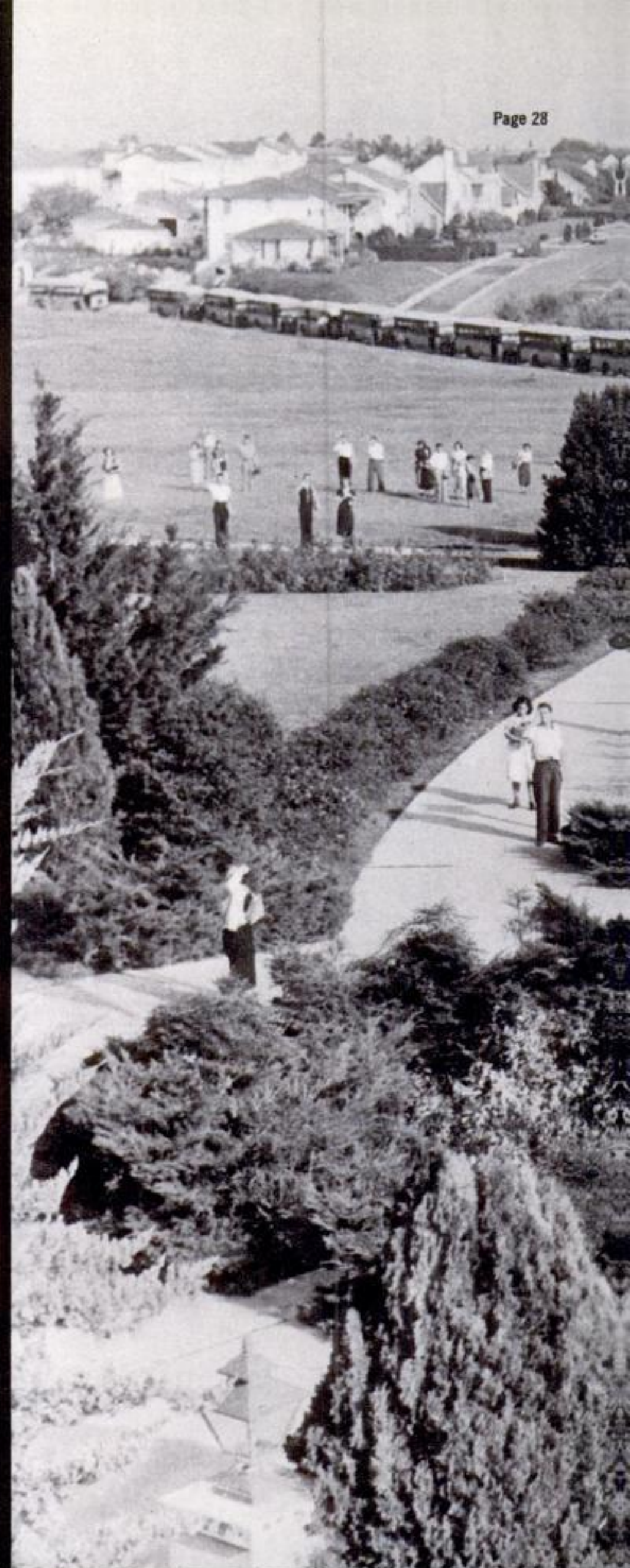


Romance begins in the corridors between classes. A good guess would be that 30 per cent of students, at Thomas Jefferson as elsewhere, eventually marry high-school sweethearts.

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NOON IS LUNCHTIME IN THE SCHOOL CAFETERIA. THESE TWO GIRLS SELECT THEIR LUNCH WITH A CAREFUL EYE TO CALORIES
AT SCHOOL DANCES STUDENTS STROLL ON THE LAWN DURING INTERMISSION, RUN BACK WHEN THE MUSIC STARTS (BELOW)

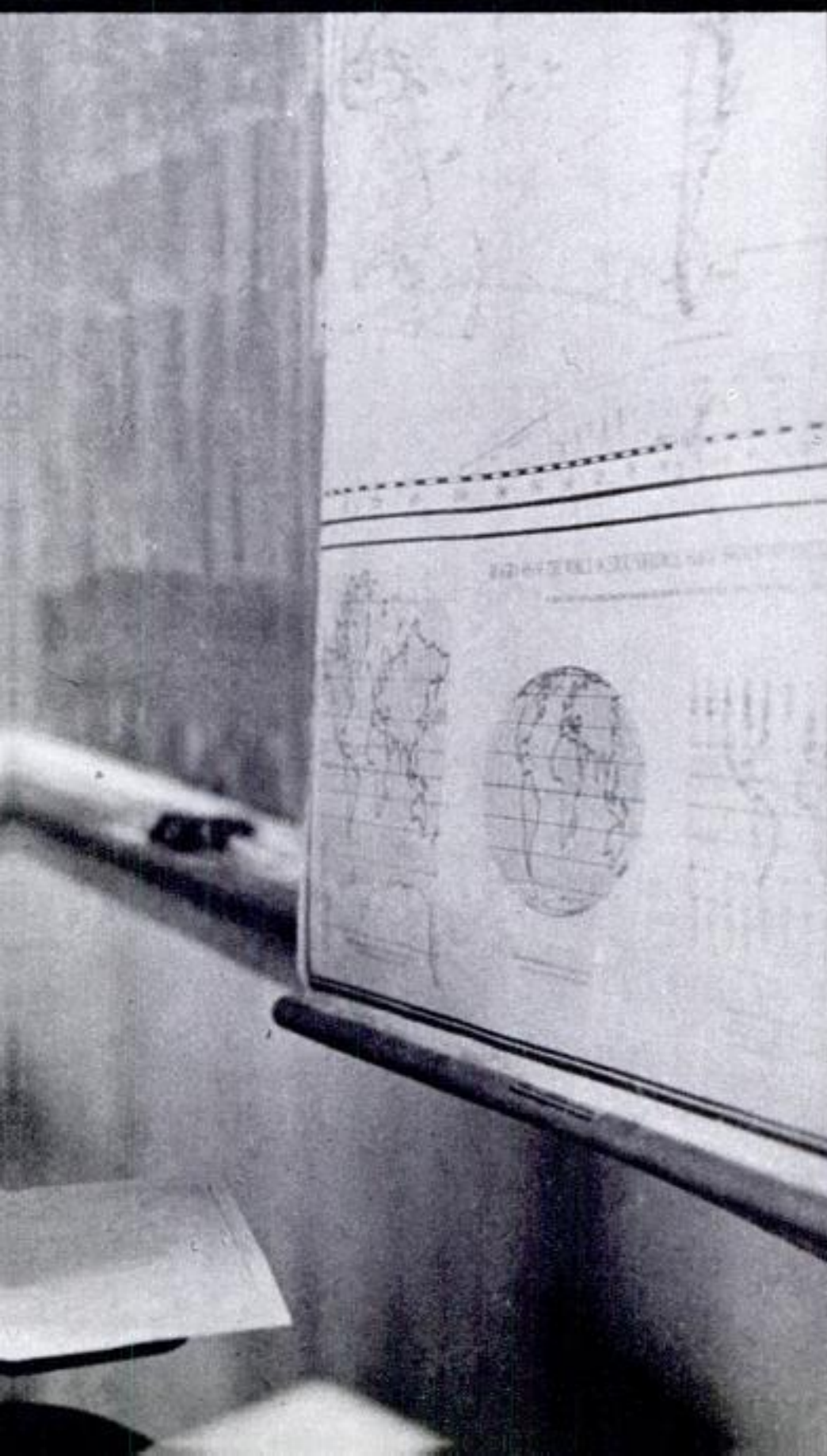


AT THE END OF SCHOOL EACH DAY A BUGLER SOUNDS
RETREAT AND STUDENTS SALUTE AS FLAG IS LOWERED





IN THE WORLD-HISTORY CLASS, WOODROW WILSON RAY, SENIOR, STUDIES A MAP OF THE PACIFIC OCEAN (BELOW)



IN THE CORRIDOR, UNDER THOMAS JEFFERSON'S REFLECTIVE EYE, YOUTH'S MANIFOLD AFFAIRS TAKE THEIR COURSE AT A TEA GIVEN BY ONE OF THE SCHOOL CLUBS. A POPULAR BLONDE OPENS WIDE FOR A SPOONFUL OF CAKE (BELOW)



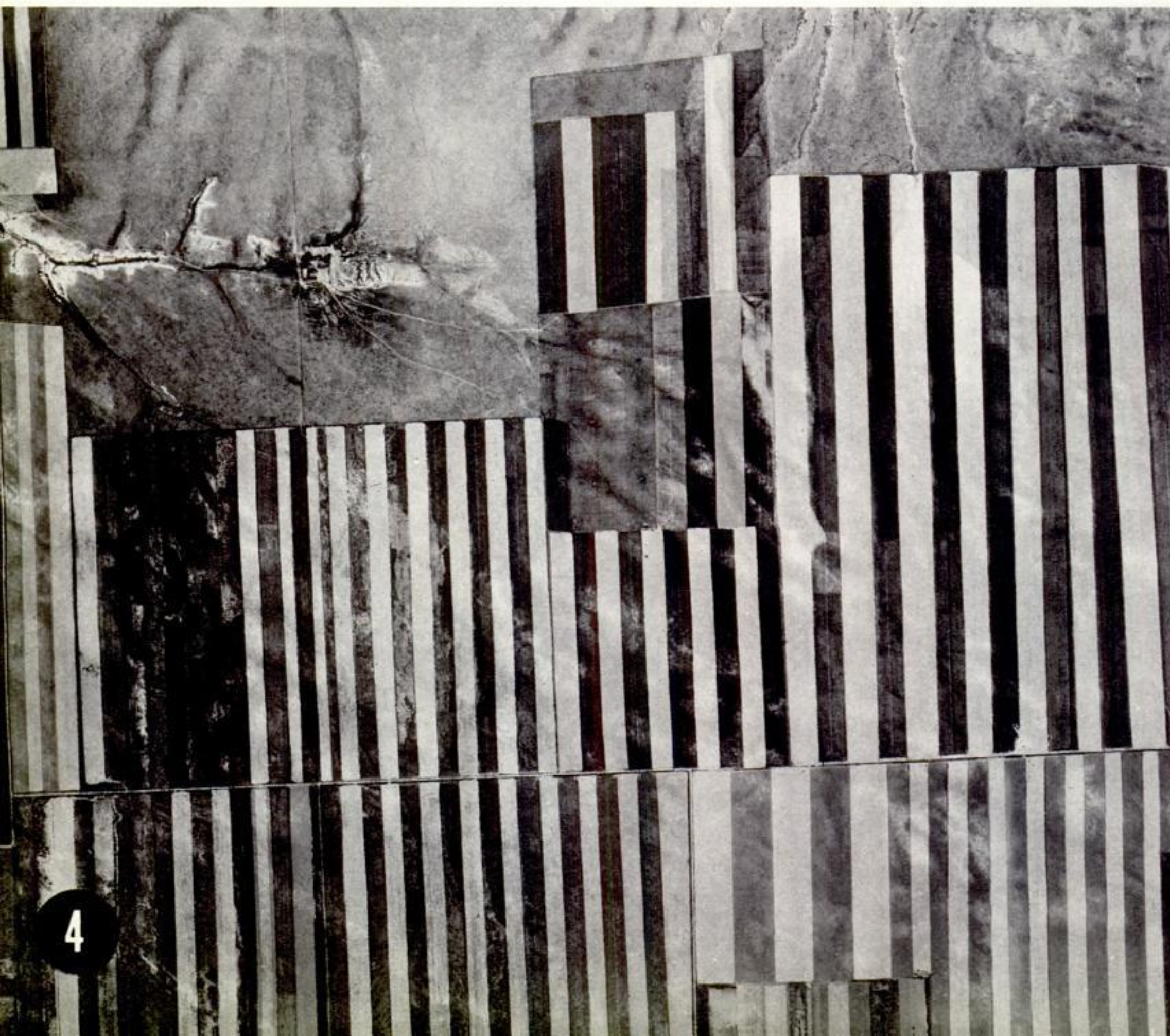
GOVERNMENT MAPS U. S. FARMS FOR CROP-CONTROL BOUNTIES



On Feb. 14 the Senate passed and on Feb. 16 President Roosevelt signed the Administration's third crop-control bill. As a result of this act, 10,000,000 U. S. farmers will receive around \$1,000,000,000 in bounties this year or will pay penalties for planting more corn, wheat, cotton, tobacco or rice than Secretary Wallace sees fit. To determine the acreage of each farm as a first step toward enforcing crop quotas, the U. S. Department of Agriculture has mapped half of the nation's 1,650,000 square miles of farmland. To complete the job rapidly, aerial photographers are now zigzagging across the U. S. taking pictures of each farm section. From these air shots the area of each field taken out of regular cultivation can be readily computed and the amount of the bounty to be paid calculated. On these pages you see such aerial maps of six farming counties, taken from 14,000 feet.

1 A canal divides this flat region of Cassia County, Idaho, into barren land (*top*) and irrigated productive soil (*bottom*). Irrigation, rotation of crops and fertilizer make this naturally poor area yield a livelihood to its farmers. Principal crops are alfalfa hay, potatoes, red clover and sugar beets. Cassia County farmers are baffled by the AAA program.

2 This picture shows a narrow fertile valley between the rugged timbered ridges of the George Washington National Forest, 20 miles northeast of Hot Springs, Va. The open land is largely composed of bluegrass pastures. The small light patches of farm soil produce corn, small grain, fruit and hay. The speckled black bands are forests.





3 Dane County, Wis., has a rough topography and is primarily a dairy region. Hence the dark or light croplands alternate with irregular patterns of pasturelands (*gray*). Farmers have long suffered from soil erosion, now keep a high percentage of their fields in soil-holding crops. The land is terraced on steeper fields (*right of centre*).

4 Prevailing winds from the west continually race across Goshen County, Wyo., sweeping away good, fertile, surface soil. To prevent this erosion, crops are planted in strips at right angles to the direction of the wind, regardless of topography. The white strips in the pictures are summer fallow land and the dark strips are growing wheat.

5 The section of Oldham County, Tex., shown in this picture is rough broken range land. In the last four years there have been no crops because of wind and water erosion. However, recent terracing and contour furrowing (*bottom*) have held the water where it falls and have thereby increased the growth of grass often by as much as 300 per cent.

6 Black Hawk County, Iowa, has fertile soil, adequate drainage. Farms are situated on roads which form areas of about one square mile. The preponderant crops are corn (*dark rectangles*), soy beans (*gray sections*) and hay. Light areas are pasturelands. Some 70 per cent of the 2,000 farms in the county participated in the AAA program.



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Flight maps are made up in Washington, D.C. Heavy black lines mark county boundaries. Light lines being ruled in form parallel strips which are to be photographed from the air.

Air maps fix AAA's crop acreage

(continued)

The aerial-survey method is the quickest and cheapest way of measuring areas of farms and fields. Map makers of the AAA Aerial Photographic Laboratory (left) in Washington chart the ground to be surveyed. Contracts are then let to private companies which do the actual flying and photographing. The pilot keeps a straight-line course by following a map while the photographer takes pictures in sequence.

The pictures are developed and assembled into mosaic maps for each region (below left). Enlargements of each print are used to measure acreage of individual farms (below). Crop allotments based on production during preceding years are then proclaimed by Secretary Wallace. They are divided among states and counties, subdivided among farmers according to measurements derived from the maps. Once the crops are planted, county supervisors visit each farm in the U.S. to check the acreage devoted to each crop on the aerial maps and send reports to Washington. If a farmer exceeds acreage allotment, he receives no subsidy. If he sells more than his share of a crop when there is a marketing quota, he pays a penalty. If he receives a price below "parity" the government makes him a loan.



A **mosaic** is made of all pictures in Charles County, Md., to see whether the photographs comply with specifications. Pictures in each strip overlap each other by 60 per cent.



Planimeter measures the acreage of a farm on an enlarged photograph. One square inch in the enlargement is equal to ten acres. This work is generally done in local AAA offices.

MARCH, 1938

LISTEN



A 5 Page Advertisement of the Radio Corporation of America

No. 8

IN RADIO AND TELEVISION— “IT’S RCA ALL THE WAY”

Although NBC provides the RCA services best known to the public, broadcasting is but a part of RCA radio service.

RCA men also design and build RCA Victor radio instruments and phonograph-radios. They make Victor Records.

They devise and manufacture nearly 300 kinds of radio tubes.

RCA engineers build broadcasting stations and equipment.

RCA Communications and RCA’s Radiomarine provide RCA message service with 42 countries, and to and from ships at sea.

RCA Institutes courses develop future man-power for radio.

Back of all RCA services is unceasing RCA research in radio and television.


How well RCA experience has developed good judgment in radio is indicated by a prediction made by RCA men 12 years ago. There were then 5,000,000 radio-equipped homes in the United States. When announcing in 1926 the organization of NBC, it was predicted by RCA that 26,000,000 homes would have radio. This estimate was correct to within less than 2%, for the total of home radios is now estimated as 26,428,797.

RCA seeks always to apply good judgment to all of its radio services. The law is that broadcasting stations must “serve the public interest, convenience and necessity.” That NBC well meets this obligation is a matter of record.

In 1937 NBC networks were on the air for 19,842 hours. Of this total 70% was “sustaining time,” used by NBC to provide its listeners with music, literature, news, sporting events, talks, drama, women’s programs, children’s programs and religious services. These NBC sustaining programs totalled approximately 13,689 hours in 1937.

How thoroughly RCA serves the public is well summarized by the words which open its Magic Key program each Sunday afternoon . . . “in Radio and Television—it’s RCA All the Way.”

Correct answers in RCA-LISTEN Contest, together with name of prize winner will appear in April 4th issue of LISTEN.



Arturo Toscanini, whose appearance as conductor of 11 broadcast concerts of the NBC Symphony Orchestra marked one of the high points in the annals of American musical achievements. This drawing by Bettina Steinke is the frontispiece of the NBC Symphony Souvenir Book. See page 4.

“... IN THE PUBLIC INTEREST, CONVENIENCE AND NECESSITY”



IN ONE YEAR 13,689 HOURS OF PROGRAMS LIKE THESE

make good the pledge of NBC "to serve the public interest, convenience and necessity."



Pulitzer Prize Winner writes "experimental" play for NBC. Many are those who say that Maxwell Anderson (shown at right in candid picture taken in his study) is America's No. 1 playwright. Hence, particularly interesting was the NBC Red Network production on January 29th of "Second Overture", a scene from which is shown above. This play was written by Mr. Anderson specifically for radio. In its construction he took into account the factors peculiar to broadcasting. Without sound effects it held listeners by the interest and brilliance of its lines, and by its situations. The cast memorized the parts. Working without scripts they were able to move about the stage and achieve fine characterizations. Dramatic works of writers past and present are heard regularly over NBC Networks. Latest NBC plans call for another play by Mr. Anderson. Also announced is a series of 10 adaptations of great stage plays from the early Greek to the present.



"Cheerio" inspired him to a new life. This is Jimmy Darou, smiling owner of a busy gas station in Montreal. Jimmy was once a jockey. A fall cost him the use of his legs. Deep despondency followed. But then Jimmy began to listen each morning to "Cheerio", famous NBC inspirational feature. He learned of others who had surmounted tremendous difficulties. He was encouraged—as many others have been—to carry on. NBC is proud that Jimmy attributes his success to the inspiration found in one of its programs.



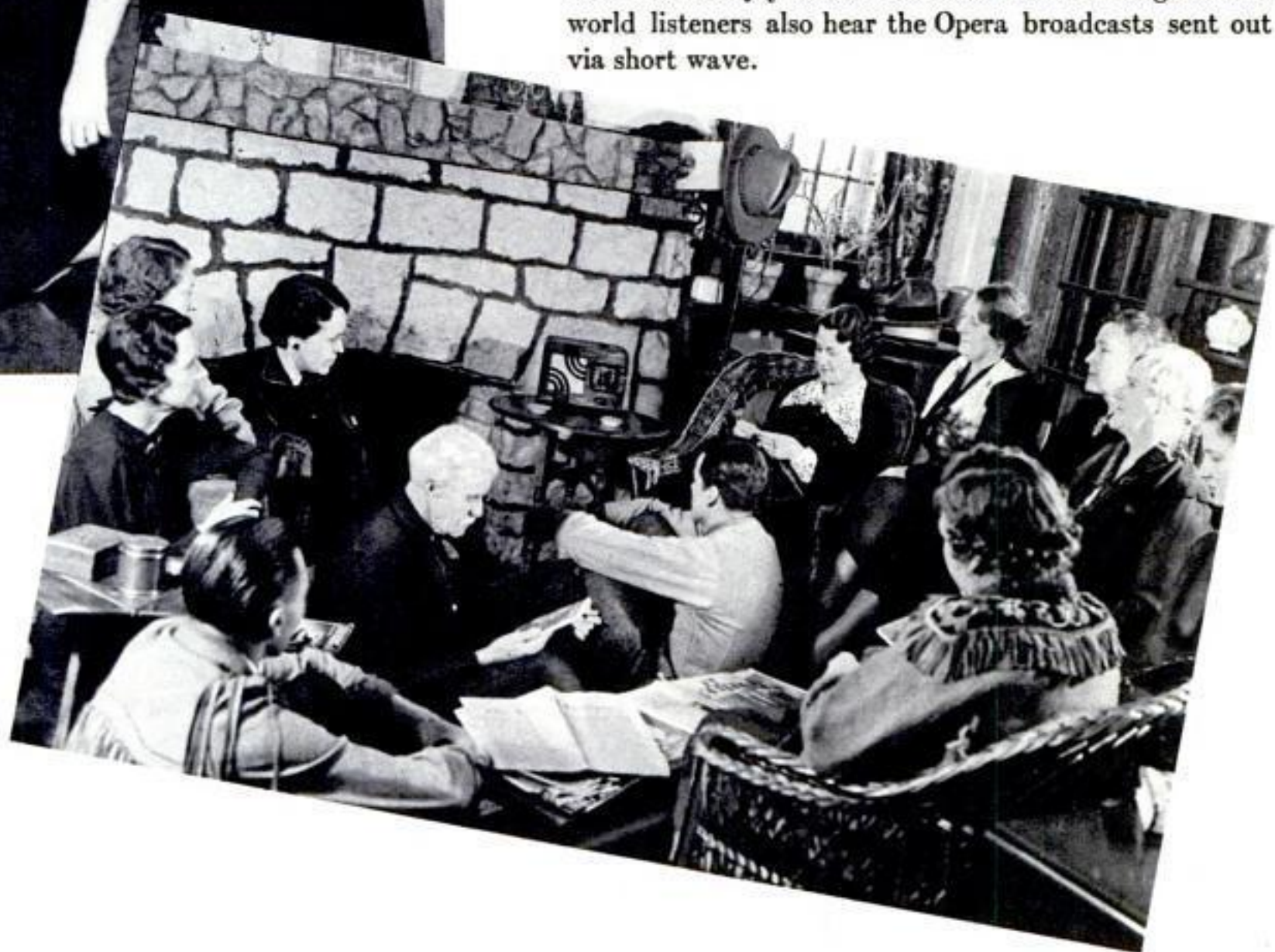
And so on far into the night. Probably no radio program has stimulated more discussion of public problems than NBC's famed Town Meeting of the Air, on NBC Blue Network, Thursdays at 9:30 P.M. (E.T.). An increasingly

general practice is for groups to listen, and then continue the debate after the broadcast. The photo above was snapped during the heat of such an argument at the Bronx Union Branch of the YMCA in New York.



Lily Pons and John Charles Thomas see themselves as puppets—Far reaching are the results of NBC Grand Opera broadcasts. This season hospitalized children are following the Opera's action by watching puppets. The puppets belong to Helen Lewis, daughter of Metropolitan Opera's assistant general manager and treasurer. At left Miss Lewis is showing Lily Pons and John Charles Thomas the puppets which take their parts in "The Barber of Seville". Looking on with wide-eyed delight are some of the little patients in St. Vincent's Hospital. In addition to their enjoyment of opera via NBC Blue Network, music lovers hear the voices of Miss Pons, Mr. Thomas and other great singers whenever they please through Victor Records.

Buffalo Bill would have been amazed. Here is part of a group of music lovers who meet twice each week at the Park County Library at Cody, Wyoming. They gather to listen Wednesdays to the NBC broadcasts of the Opera Guild's Operalogue, Saturdays to the NBC broadcasts of the Metropolitan Opera. In center is Billy Garlow, grandson of Buffalo Bill. All over the United States similar groups assemble to enjoy these NBC broadcasts. Throughout the world listeners also hear the Opera broadcasts sent out via short wave.



A part of a ten-thousand-piece orchestra. Thousands of amateur musicians trained in school and college orchestras, have longed for an opportunity to continue their musical experience. The NBC Home Symphony provides this opportunity. Its programs are published 10 weeks in advance. Cooperating publishers provide duplicate parts for each instrument at nominal cost. Result—Sunday noons find amateurs from coast to coast, singly or in groups, who play while they listen, feel themselves members of the orchestra. Above is a Home Symphony Group in a suburban home at Tuckahoe, N. Y.



The first "must" of radio... is that the President can always have the air. But in addition to presidential messages, NBC networks constantly carry views and news of other statesmen and public leaders. So important is this service that NBC has recently opened in Washington a fine studio used largely for unsponsored programs, chiefly concerned with affairs of government.



Where events or names make news. From all over the world NBC brings you first-hand accounts of what is going on. Often elaborate preparations are necessary. Special microphones and wires, or short wave portable equipment must be put in place. Typical example is shown in photo above

of one of the NBC observation posts during the American Legion Parade in New York last October. Note the RCA Parabolic Microphone used to pick up the music of passing bands. Many broadcasts of news events are included in NBC's contribution to the public interest.

4,703,321 LETTERS



"One of the finest things any man ever learned"
Among the 4,703,321 letters received by NBC in 1937, few expressed their feelings more interestingly than Glen Allen, train dispatcher at Oxbow, a village on the western prairies. Says Mr. Allen—whose picture is above—"You have taught me one of the finest things any man ever learned, namely that good music is also nice to listen to. When we bought our radio I thought 'My Wild Irish Rose' was about the last word in music. By catching me

unawares till I got so I'd stand without being tied, you showed me that there was a whole world of unexplored melodies that I knew nothing about. Thanks to you I know a little about 'em now. I'd walk to the next town to hear some of 'em, and also walk back, and think I'd spent a very profitable evening." Among the causes that prompt NBC to continue to increase its offerings of symphonies, opera, and all other types of fine music is the increasing public approval of such entertainment.

CHAMPION FARMER



Pillar of the nation . . . is the American farmer of today. Here is one of the fine, upstanding young men who make up the new generation of agriculturists. He is Robert Lee Bristow, of Saluda, Virginia. This 21-year old youth using an old automobile as tractor, farmed 203 run-down acres so well that he earned a cash profit of \$735 last year, expects to do better in 1938. The Future Farmers of America rewarded him with a prize of \$500. For 10 years the NBC Farm and Home Hour has played an important part in advancing the welfare of farmers. To such men as Robert Bristow this program brings up-to-the-minute information about the activities on their behalf of governmental, and other organizations. It also supplies valuable news about crops and markets, furnishes much-appreciated entertainment.

THE CHURCH ON THE AIR



(A)—Dr. Harry Emerson Fosdick, who has conducted National Vespers over NBC networks for 10 years.

(B)—Rabbi Jonah B. Wise, who conducts the regular Saturday evening service entitled, "The Message of Israel"—over NBC networks.

(C)—For 8 years the Catholic Hour has been an NBC feature. At left is Cardinal Hayes speaking on the birthday of His Holiness, Pope Pius XI.



RADIO CORPORATION OF AMERICA RADIO CITY, NEW YORK
NATIONAL BROADCASTING CO. • RCA INSTITUTES, Inc. • RCA COMMUNICATIONS, Inc.
RCA MANUFACTURING CO., Inc. • RADIOMARINE CORP. OF AMERICA

Just off the press! This is the book you've heard about on the air. It is a fine 120 page, cloth bound book with 98 charcoal drawings, many candid camera shots, biographies of Toscanini, Rodzinski, Monteux and all the members of NBC Symphony Orchestra.



NBC—Radio City, New York

I enclose \$1.00 for which please send me copy of NBC Symphony Souvenir Book.

Name

Address

City State

Interesting new **ELECTRIC TUNING** RCA Victors

...to serve your
Convenience!

RCA Victor presents five amazing values—outstandingly low priced instruments that offer superb radio entertainment for every member of your family.

NOW you can enjoy a genuine, high quality RCA Victor Radio—even if you're looking for a price way down among the lowest. In this group of outstanding new models, you'll find the perfect "second" set. A truly *personal* radio for your wife, your children—for every member of your family.

Three of the sets shown on this page are unusually low priced Electric Tuning models. They offer you an entirely new kind of tuning convenience. "Push a button—there's your station!" The two other striking new Table Radios, illustrated, are ideal "extra" sets, and offer performance such as you've always wanted—at exceptionally low prices.

Ready now at RCA Victor dealers is a complete selection of new RCA Victor console and table models. Inspired by the wave of public acceptance for Electric Tuning, RCA Victor engineers have now developed instruments that permit prices which seemed impossible just a few months ago.

Think of it! A fine RCA Victor Electric Tuning radio, at less than \$20!

A big, full-sized console at \$89.95!*

Hear these instruments at your RCA Victor dealer's store. Check their points. Try Electric Tuning. Examine their superb cabinets. You'll soon see that each of them is the outstanding buy, the big value, at its price. And you'll find that their low prices, together with generous trade-in allowances for your present radio, mean that your family need wait no longer to enjoy the great NBC shows, and all else that radio has to offer, with one of these really modern instruments.

RCA presents the "Magic Key" every Sunday, 2 to 3 p.m., E.S.T., on NBC Blue Network

When buying Radio Tubes, say "RCA"! First in Metal—Foremost in Glass—Finest in Tone

You can buy RCA Victor Radios on C.I.T. easy payment plan. Any radio instrument is better with an RCA Antenna System. *All prices f.o.b. Camden, New Jersey, subject to change without notice.



**AMAZING
LOW PRICE!**
Genuine RCA Victor
Electric Tuning Radio
**SEE YOUR
DEALER**

Here is a little gem that is a big performer. It's the new RCA Victor 94X1. No dial—your six favorite stations electrically tuned at the touch of a button. Built-in antenna. RCA Metal Tubes. Operates on either AC or DC current. Amazingly compact, being only about eight inches square and less than six inches deep.

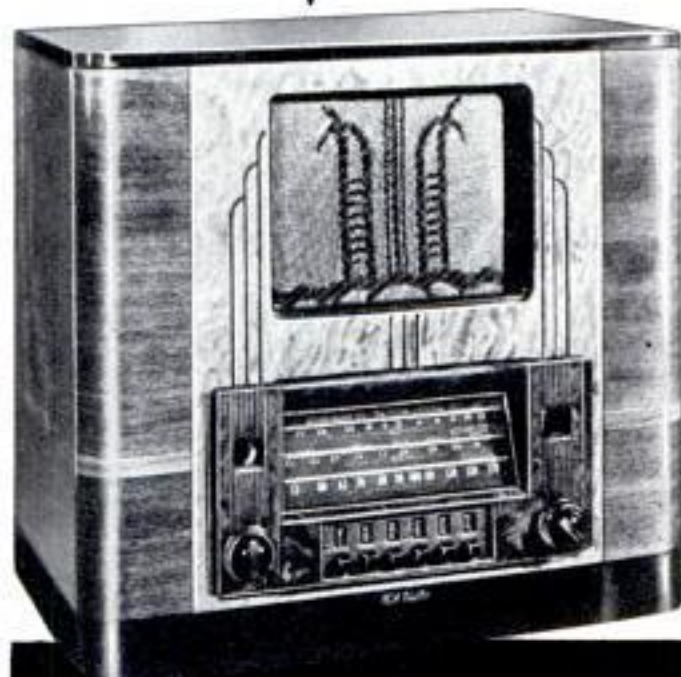


← This RCA Victor Model 95T, is a new chest style instrument that requires little space, but delivers splendid performance with good volume. It has an illuminated clock-type dial, RCA Metal Tubes. An unusually interesting, attractive cabinet.

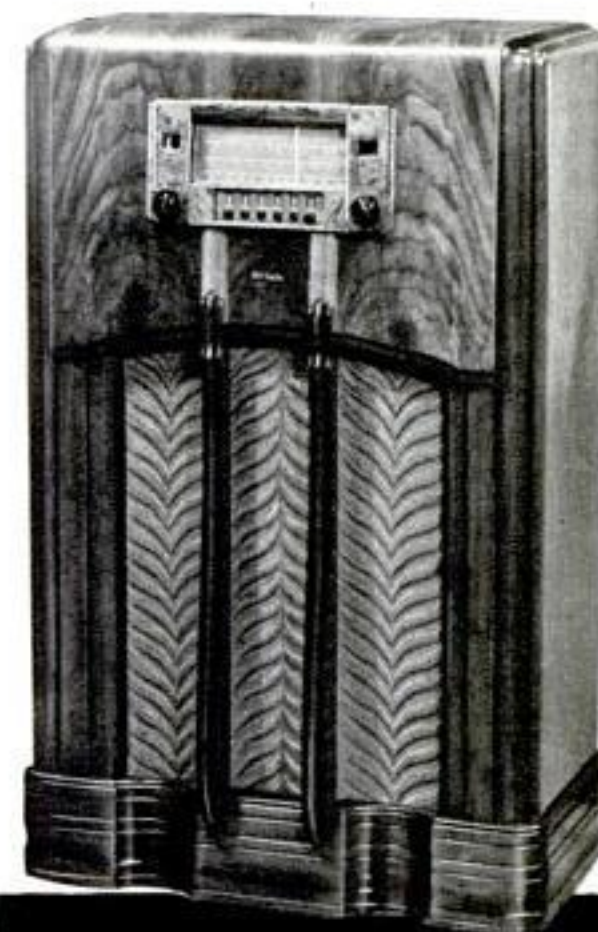


↑ This smart, compact Model 94X offers exceptional tone at an unusually low price. Has RCA Metal Tubes, Dynamic Speaker. Gets standard broadcasts and one band of Police Calls. Also, Beauty-Tone Cabinet. For AC or DC operation.

A big, new Electric Tuning, 7-tube, 3-band superheterodyne table model 87T2, at a price made possible by the great acceptance of RCA Victor Electric Tuning. Has Magic Eye, Straight-Line Dial, RCA Metal Tubes and many other fine features. Electric Tuning on six stations.

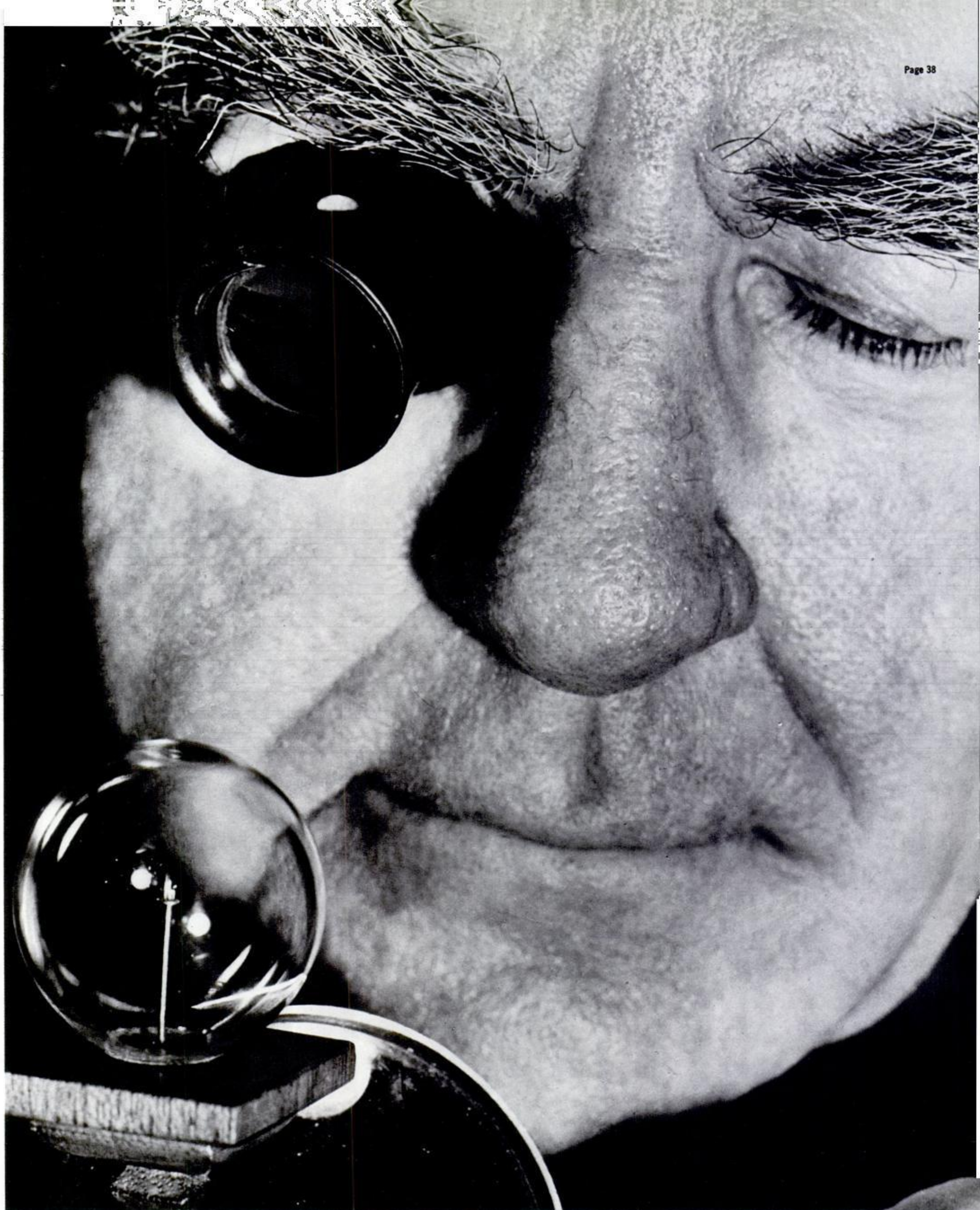


→ An outstanding example of RCA Victor value is found in this big console Electric Tuning Model 87K2. It is a 7-tube, 3-band superheterodyne at a price made possible only by the great public acceptance of RCA Victor Electric Tuning. Straight-Line Dial, Magic Eye, RCA Metal Tubes, 12-inch Dynamic Speaker and a wealth of other fine features. Electric Tuning on six stations.



RCA Victor

A SERVICE OF THE RADIO CORPORATION OF AMERICA



LOS ANGELES COURT STUDIES CHAIR ON HEAD OF PIN

In Los Angeles Superior Court on Feb. 11, attorneys, judges and reporters forgot litigation to squint into a hollow glass ball about the size of a large walnut. Inside the ball was an ordinary dressmaker's pin. Atop the pin, barely visible, stood a minuscule chair (*inset left*).

This extraordinary exhibit was the property of a juror, Ed E. Parsonage (*above*), who had received it a

few weeks before as a gift from his friend, McDonald Taylor of Des Moines, Iowa. Woodworker Taylor had carved the chair from a toothpick in response to some inner categorical imperative. Seven previous efforts were shattered by his breath. The eighth was executed under glass with a pair of tissue-paper pliers and a glue-soaked horsehair for tools. Dimensions of chair: .067 in. high; .003 in. wide; .00003 oz. in weight.



Like *Good Whiskey*, one thing that gets around fast is the

Good Word



THE *Good Word* may be anything from, "Ziggety! It's a boy!" to "Boy! It's a promotion!" But if it's a special occasion, it calls for a special whiskey. And one whiskey that's special for *any* occasion is—G & W! Good to begin with because it begins with good ingredients, it's good all the way through because it's *controlled* at every step. Get Wise to two letters that bring you good news every time—G & W!

PARTY GAME FREE!

Pick one of the five "G & W" expressions below and tell in 25 words or less why you think it best applies to G & W whiskeys or gins. For the best entries, Gooderham & Worts Ltd., will award, FREE, a party card game called *Gang Way*.* With it you can play 17 different games! You'll find it fascinating! Send your entry to G & W, P. O. Box 887, Detroit, Michigan, before April 30, 1938!

Goes Well

Gets Welcomed

Good Whiskey

Genuine Worth

Guests' Welfare



Get Wise...get **G & W**...it's Good Whiskey

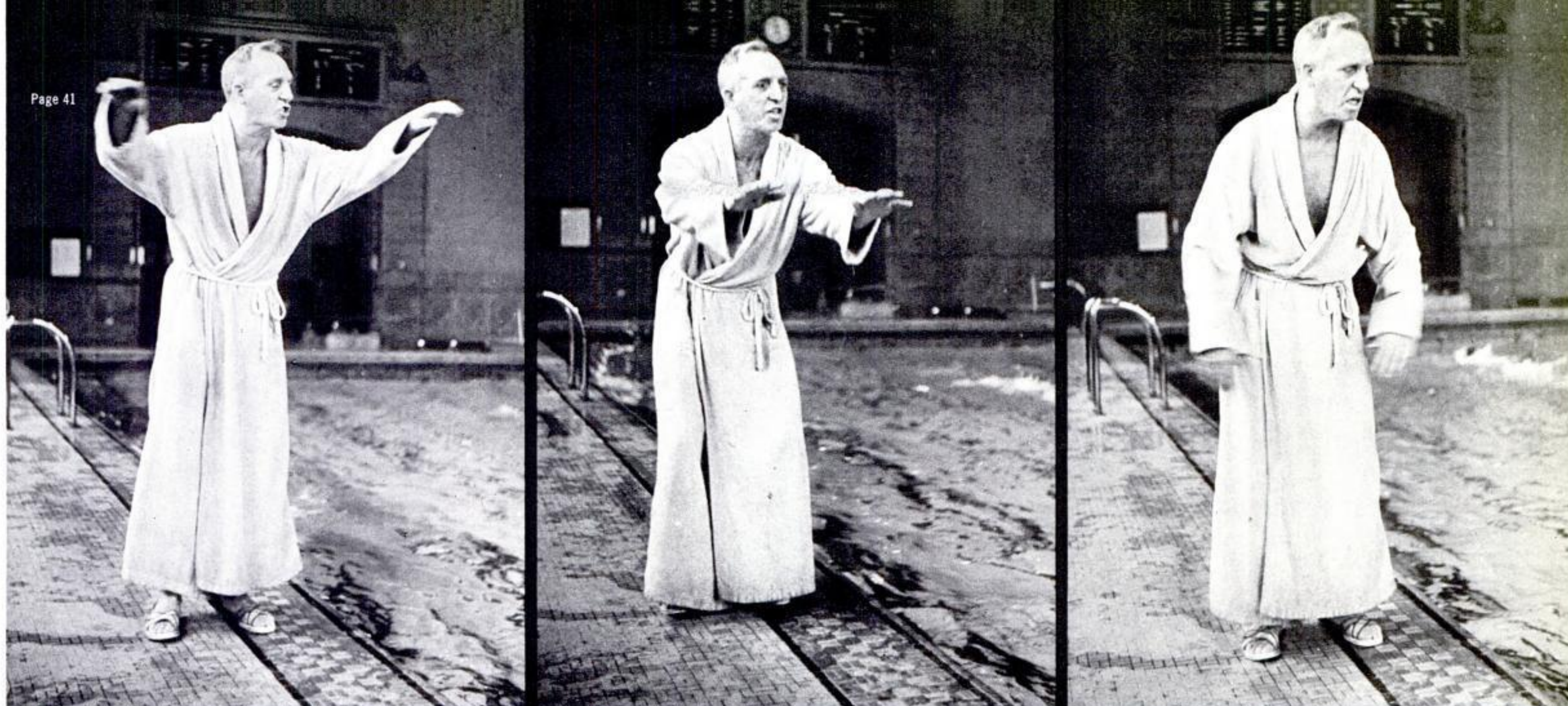
G & W BONDED STOCK STRAIGHT BOURBON OR RYE WHISKEY—100 proof. G & W 5-STAR BLENDED WHISKEY—77% grain neutral spirits, 90 proof. G & W MILL FARM STRAIGHT BOURBON WHISKEY, 90 proof. *This offer good for adults other than Liquor Industry Employees, in states where such offers are permitted.



Michigan's Mann acts like Hamlet

There may be other coaches who can teach swimmers as much as Matt Mann can but there is none who can put on such a good show for them. Mann throws his soul into his work. He approves with hot conviction, disparages with

icy scorn. When he demonstrates strokes (*opposite*), he is eloquent as well as enlightening. Here he is simply telling a swimmer not to plunge flat on chest. But he might be Hamlet saying "O! that this too too solid flesh would melt."



MATT MANN SHOWS HIS "FLYING FISH" BREAST STROKE: LIFT ARMS FORWARD OUT OF WATER, BRING THEM DOWN IN FRONT, AND BACK CLOSE TO THE SIDES

MATT MANN MAKES MICHIGAN SWIMMERS GREAT

His team from Ann Arbor finally beats Yale

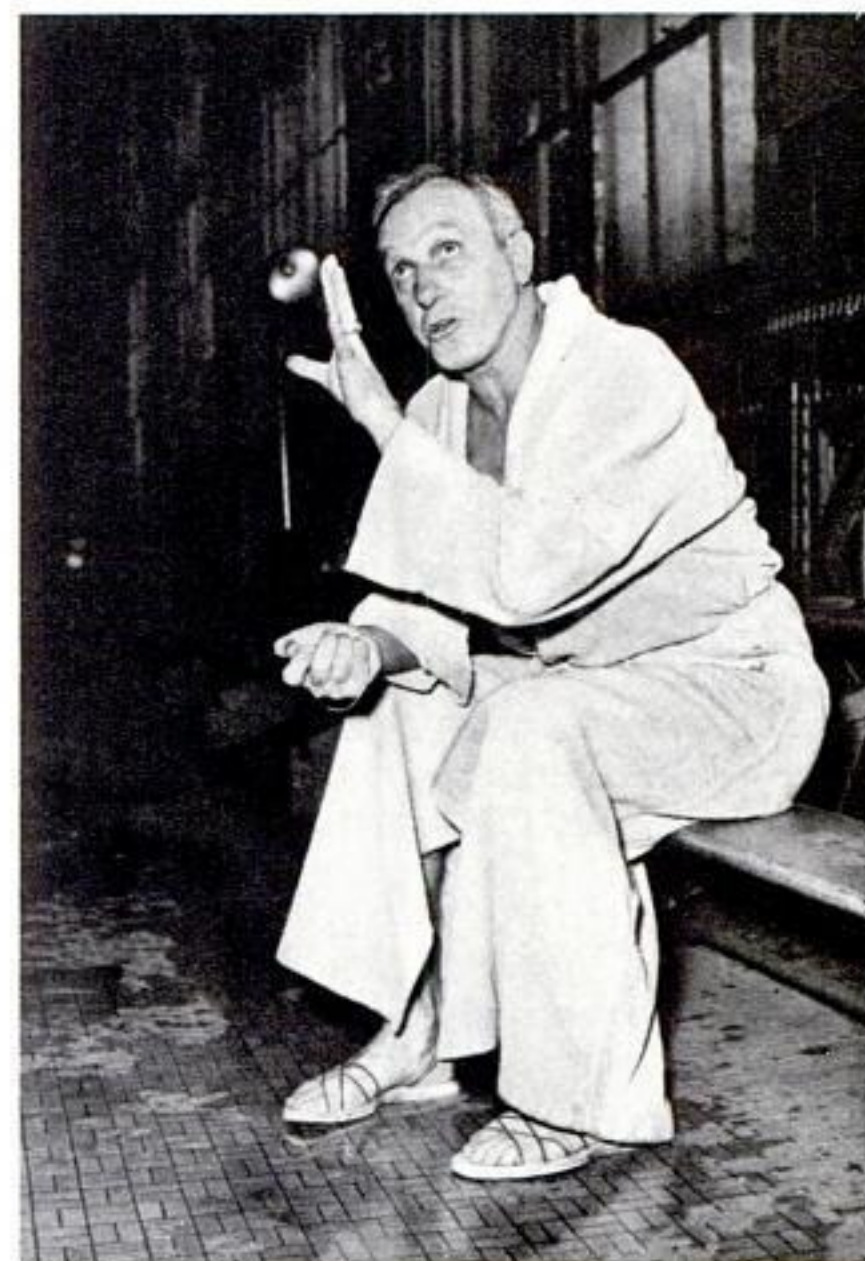
Twice in the week ending on Feb. 19, history brushed Matt Mann, a wily Englishman who coaches the University of Michigan's swimming team. On Feb. 16, at New Haven, his team beat Yale's. Three days later, it lost to Ohio State, its first collegiate dual-meet defeat since 1930.

In 1930, Yale beat Michigan and ever since, Matt Mann has longed to even that score. Not until this year could he get a date with Yale. Meanwhile, between him and Bob Kiphuth, Yale's coach (LIFE, Mar. 29), there sprang up a much-publicized feud whose good nature was largely on the surface. When Mann, at Yale, saw his swimmers win the deciding race, he felt a satisfaction the Ohio State defeat could not diminish.

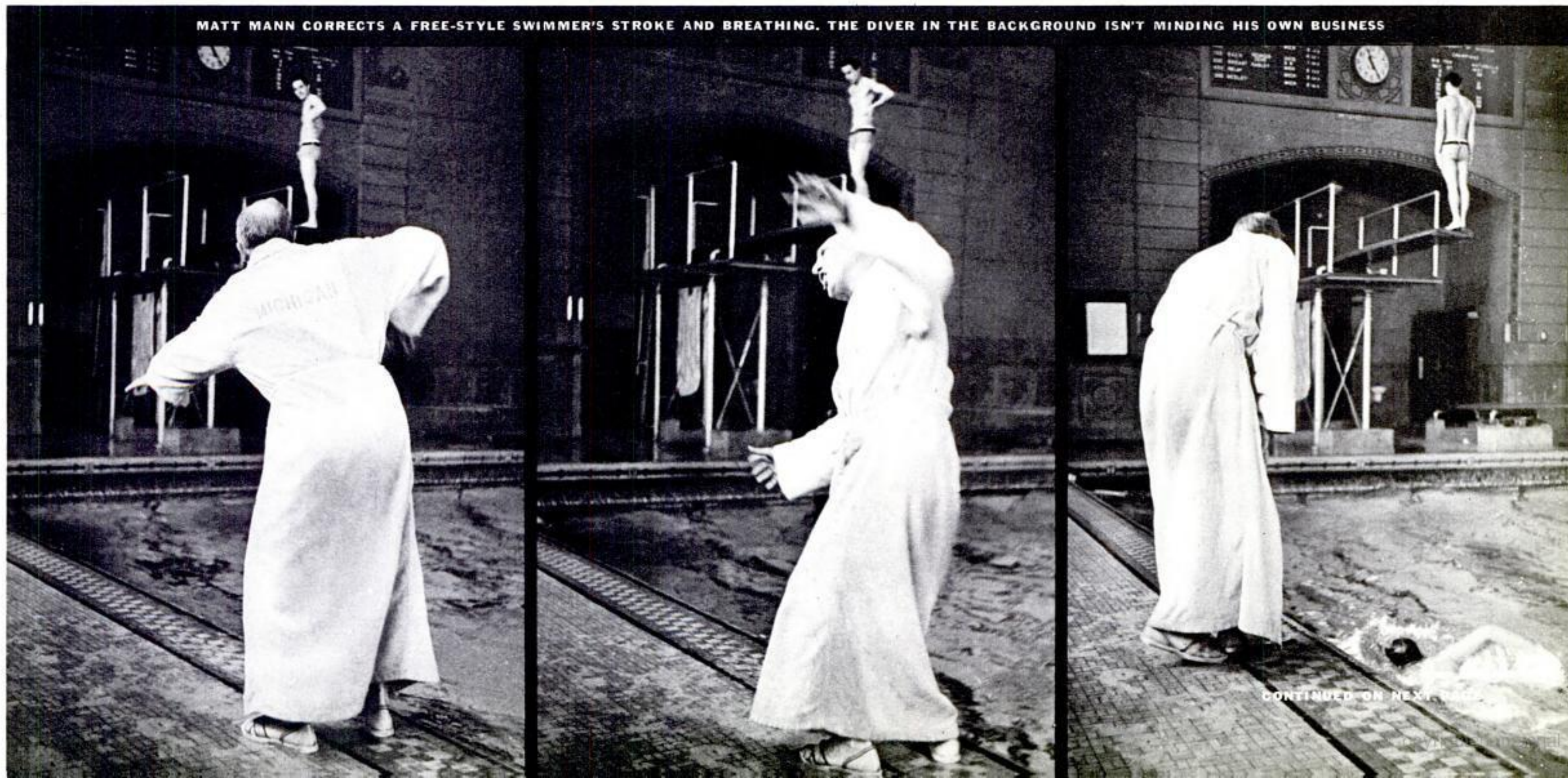
Matt Mann has been coach at Michigan since 1926. During his regime, Michigan's teams have

been (with Yale's) the best in the country, winning nine Big Ten and eight National Collegiate championships. Born in England, Mann learned to swim at Leeds in the "becks" whose waters were usually dyed red or blue by nearby woolen mills. Junior champion of England when he was 8 years old, Mann came to America to barnstorm when he was 21, but he decided to stay on permanently to coach, teaching at Yale, Harvard, Syracuse and at many big athletic clubs.

Mann is 53 years old, a devout Christian Scientist, father of three and the owner of two prosperous children's camps. Though he is an antic showman, he is also a very hard worker. He spends his whole day at the pool, exhorting and instructing and flapping around, like some old patriarch, in a long, gray, Turkish-towel robe.



MATT MANN CORRECTS A FREE-STYLE SWIMMER'S STROKE AND BREATHING. THE DIVER IN THE BACKGROUND ISN'T MINDING HIS OWN BUSINESS



CONTINUED ON NEXT PAGE

**HANDS SMOOTH BUT
SMELLY...
ARE ROUGH ON ROMANCE**



YOU USED TO SAY I HAD
THE SWEETEST LITTLE HANDS
IN THE WORLD



THAT WAS BEFORE YOU STARTED
PUTTING THAT STUFF ON
THEM THAT SMELLS LIKE
DISINFECTANT



JOHN WAS RIGHT. STOP USING
HAND LOTIONS WITH MEDICINAL
ODORS. USE **FROSTILLA** IF YOU
WANT TO BE DAINITY AND
LOVELY



LATER

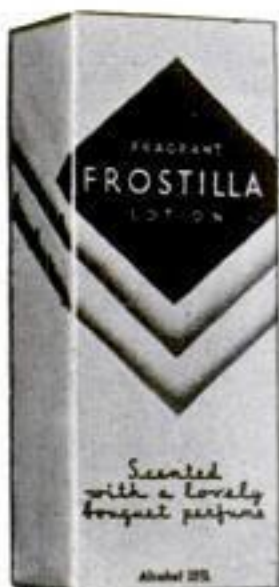
NOW YOUR HANDS ARE
AS LOVELY
AS YOU ARE



THANK MOTHER AND
FROSTILLA FOR THAT

FROSTILLA

makes your skin **SMOOTH, BEAUTIFUL** and **FRAGRANT**



35c, 50c and \$1.00
sizes throughout U.S.
and Canada. Travel
sizes at better ten-cent
stores.

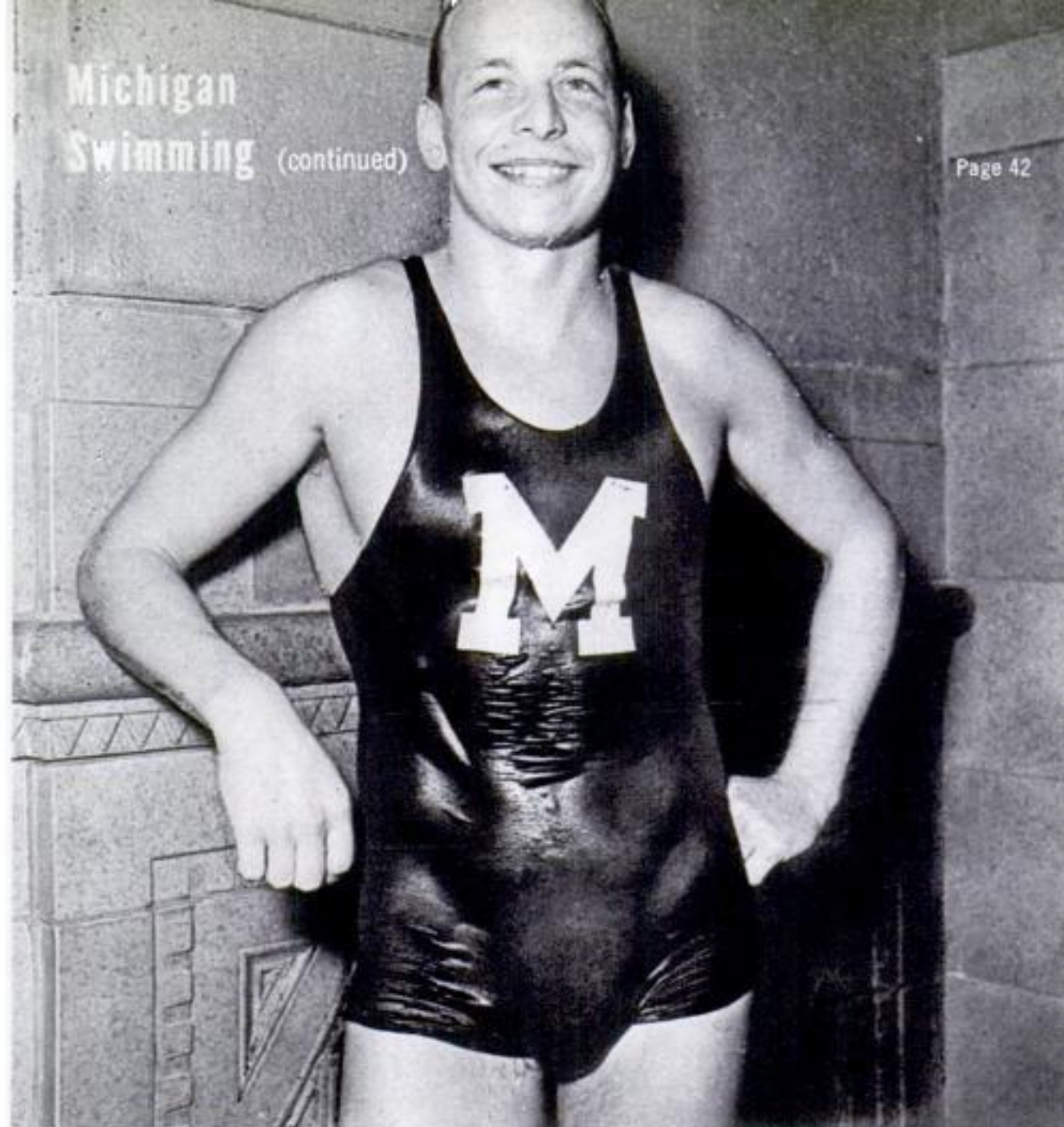
Maybe it has happened to you! You spend time and money on soaps and mouth washes and deodorants and cosmetics —THEN without realizing it, you destroy it all by putting a lotion on your hands that smells soapy or medicinal. The danger is you may have become used to the odor; but to others, it smells like lard or disinfectant. Use Frostilla and increase your daintiness and allure instead of destroying it! Frostilla is the only well-known lotion that gives you smoothness and beauty, PLUS a fascinating fragrance that harmonizes with your perfume. Don't offend. Test your lotion this way: smell your favorite perfume and then smell your lotion. In this way you will detect the slightest soapy or medicinal odor. Be Safe! Use Frostilla Fragrant Lotion!

Frostilla is non-sticky and **ECONOMICAL** because it takes less Frostilla to get results.

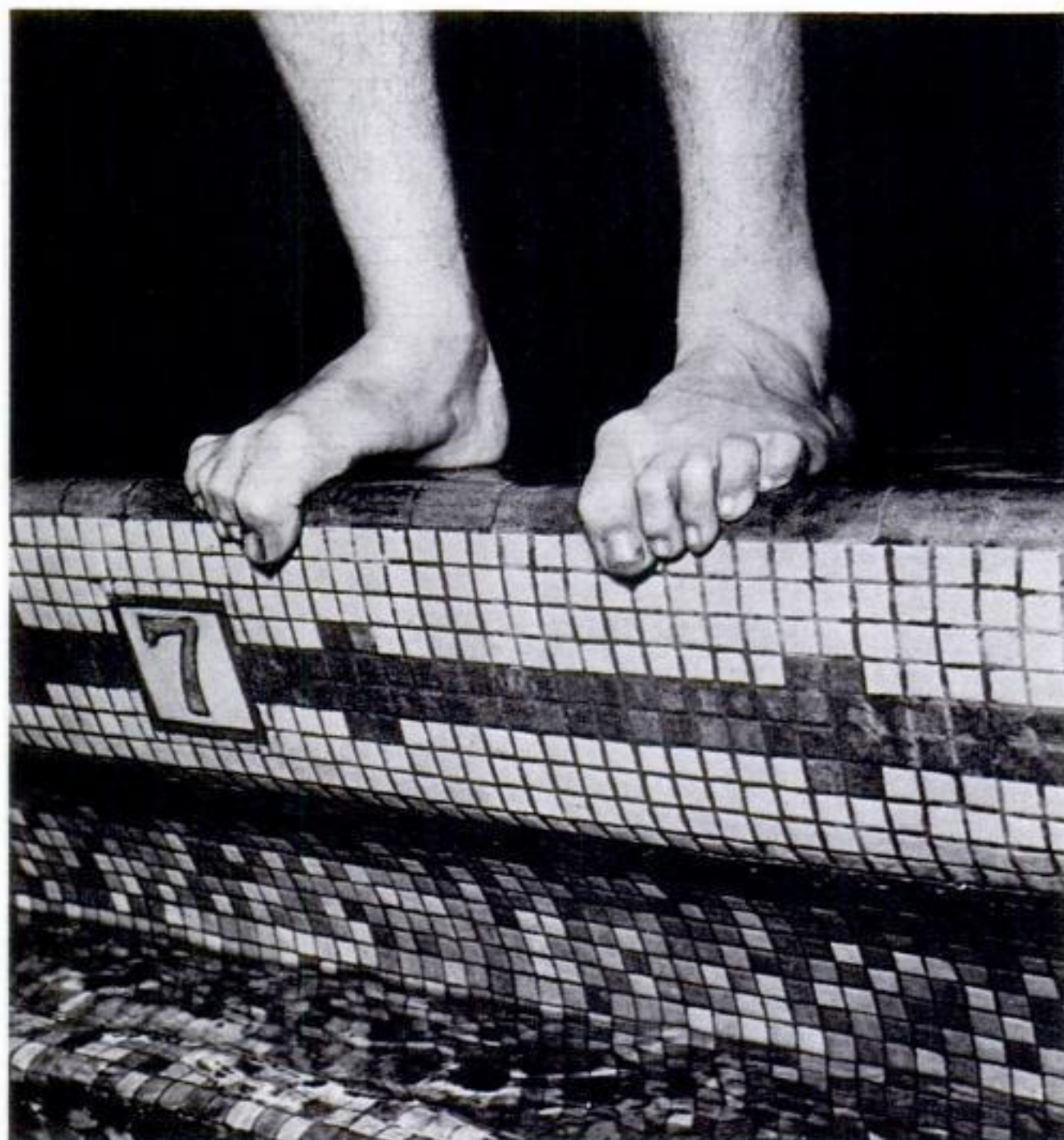


Michigan
Swimming (continued)

Page 42



Michigan's captain this year is Ed ("Moose") Kirar, who was almost burned to death in a powerboat explosion last summer but is just as good this year as he was last when he won the intercollegiate 50 and 100-yard free-style championships.



A racing start is here photographed from a little noticed but very important angle. Above, "Moose" Kirar's legs are relaxed, his toes gripping the wet edge of the pool. Below, the muscles tighten suddenly as Kirar lunges forward into the water.



FRANK LLOYD WRIGHT

One of the greatest architects of the 20th Century and founder of the Modern Movement in architecture writes on America's Small House problem:

"To give the little American family the benefit of industrial advantages of the era in which they live, something else must be done for them than to plant another little imitation of a mansion. The house of moderate cost is not only America's major architectural problem, but the problem most difficult to her major architects. I would rather solve it with satisfaction to myself than anything I can think of."

Mr. Wright's treatment of the small house as well as the large house, office, apartment, factory and many another type of building is presented in the ARCHITECTURAL FORUM'S recent special edition written and edited by Mr. Wright.

To get your copy of the special Wright edition send \$2.00 with your name and address to
THE ARCHITECTURAL FORUM
135 East 42nd Street, New York City.

ITCHING SKIN SUFFERERS ATTENTION!



Before giving up hope of relief, be sure to try Resinol Ointment. Its soothing medication lessens the desire to scratch, takes the sting out of the irritated parts and makes you more comfortable. Resinol ingredients, used by doctors in skin treatment, are combined in an oily base that aids their effectiveness.

Use Resinol Soap also—you'll like its refreshing lather so agreeable to tender skin.

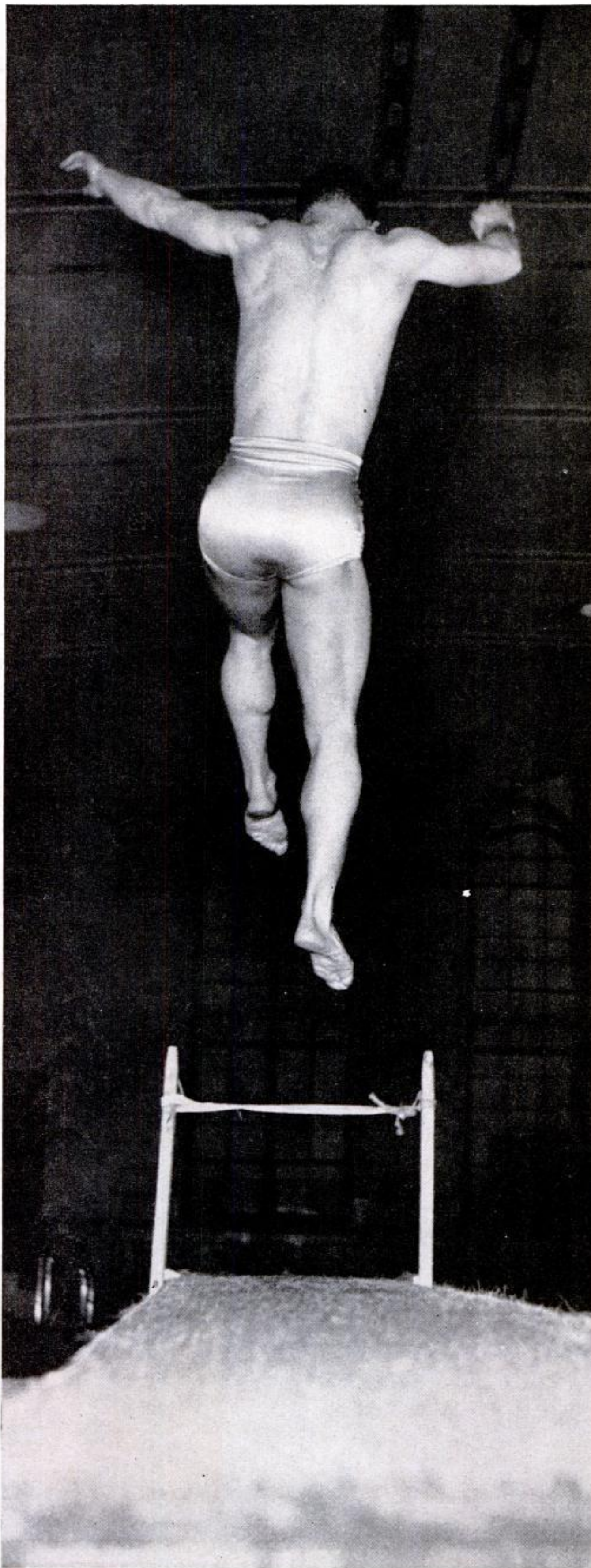
At all druggists. Get Resinol today.

RESINOL

Resinol Chemical Co., Dept. Y-1, Baltimore, Md.
For the enclosed 10c please send me guest size cake of Resinol Soap and sample of Resinol Ointment with literature.

NAME _____
ADDRESS _____
CITY _____ STATE _____

Michigan Swimming (continued)



A diving-board hurdle is one of the many gadgets Mann uses to instruct his teams. The hurdle teaches the diver to jump properly, get plenty of height off the board.

You can chew
with false
teeth 
You can walk
with a
wooden leg 
-But you can't
see with
a glass eye 

Guard the only eyes you will ever have—give them the medical attention that you give any other organ of the body—a *medical eye examination*, which can be given only by an Eye Physician, M.D.

Should glasses be necessary, be sure to have the *medical prescription* filled by one who is thoroughly competent to accurately make, fit and adjust your glasses—a Guild Optician.

Eye Physician + Guild Optician = "The Safe Way" to care for your Eyes.

Guild Opticians

Are Recommended by Physicians
FOR DEPENDABLE GLASSES
AT ECONOMICAL PRICES



MAY WE SEND
YOU THIS
BOOK FREE

An authoritative
book on care
of the Eyes and
name of the
nearest Guild
Optician.

© 1938

Guild of Prescription
Opticians of America
705-6 Bailey Bldg., Philadelphia, Pa.
Kindly send me booklet on "EYES".

NAME _____

ADDRESS _____

"The Safe Way"





This Tom Sawyer, scuffling along a dusty Missouri road, with fish pole and can of worms, is Tommy Kelly of The Bronx, N.Y. A Selznick talent scout found him one day a little over a year ago in the sixth grade of St. Raymond's Parochial School. Tommy was 11. He had never read *Tom Sawyer*.

In Hollywood Tommy has grown 2 in., gained 20 lb. and lost his Bronx accent. But his heart is still in The Bronx. In picture above he is demonstrating the emblem of his homeland, the full-tongued Bronx cheer.

MOVIE OF THE WEEK:

Tom Sawyer

Mark Twain's immortal story of a boy in a Mississippi River town in the 1840's must, by now, be familiar to most Americans. Those who have neither read the book nor seen any of three earlier movies (not counting a Russian version) will still know most of the scenes and characters, for they are part of the American legend.

David O. Selznick's new version has all that money can buy, including Technicolor. It has a Tom Sawyer from The Bronx and a Becky Thatcher from Arkansas who look exactly as Tom and Becky ought to look. It was made by the man whose superb treatment of the favorite boy of British fiction promised well for the favorite boy of American fiction.

Despite all this, *The Adventures of Tom Sawyer* is not another *David Copperfield* and Tommy Kelly is not another Freddie Bartholomew. But Tommy acts himself with a fetching charm and *Tom Sawyer*, though it misses greatness, is still a movie of endearing, nostalgic scenes, faithfully reproduced. Four of the best-known scenes appear on the following pages.



TOM GETS A WHIPPING FROM HIS SCHOOLMASTER IN FRONT OF HOLLYWOOD CAMERAS



Would-be Tom Sawyers and Becky Thatchers, with their mothers, thronged the Selznick lot in August, 1936, when

the studio began casting. More than 25,000 children were interviewed in the search for child actors. The role of

Becky went to ten-year-old Ann Gillis of Little Rock, Ark., and that of Tom to Tommy Kelly, son of a WPA worker.

CONTINUED ON NEXT PAGE



Whitewashing Aunt Polly's fence is Tom Sawyer's triumph of applied psychology. Sentenced to spend his Saturday on the tiresome job, Tom shrewdly persuades the other boys of the town that it is fun and not work. Then he collects payment in marbles, tadpoles, and the like for letting them wield brushes. The movie has them all whitewashing together.

Tom and Huck Finn visit the cemetery (below) on a strange, nocturnal errand. Huck has a dead cat in a bag and a theory that by heaving it after the devils who carry off the corpse of a newly buried sinner, a boy can get rid of warts. In the cemetery Tom and Huck witness a murder by Injun Joe. They sign in blood an agreement never to tell.



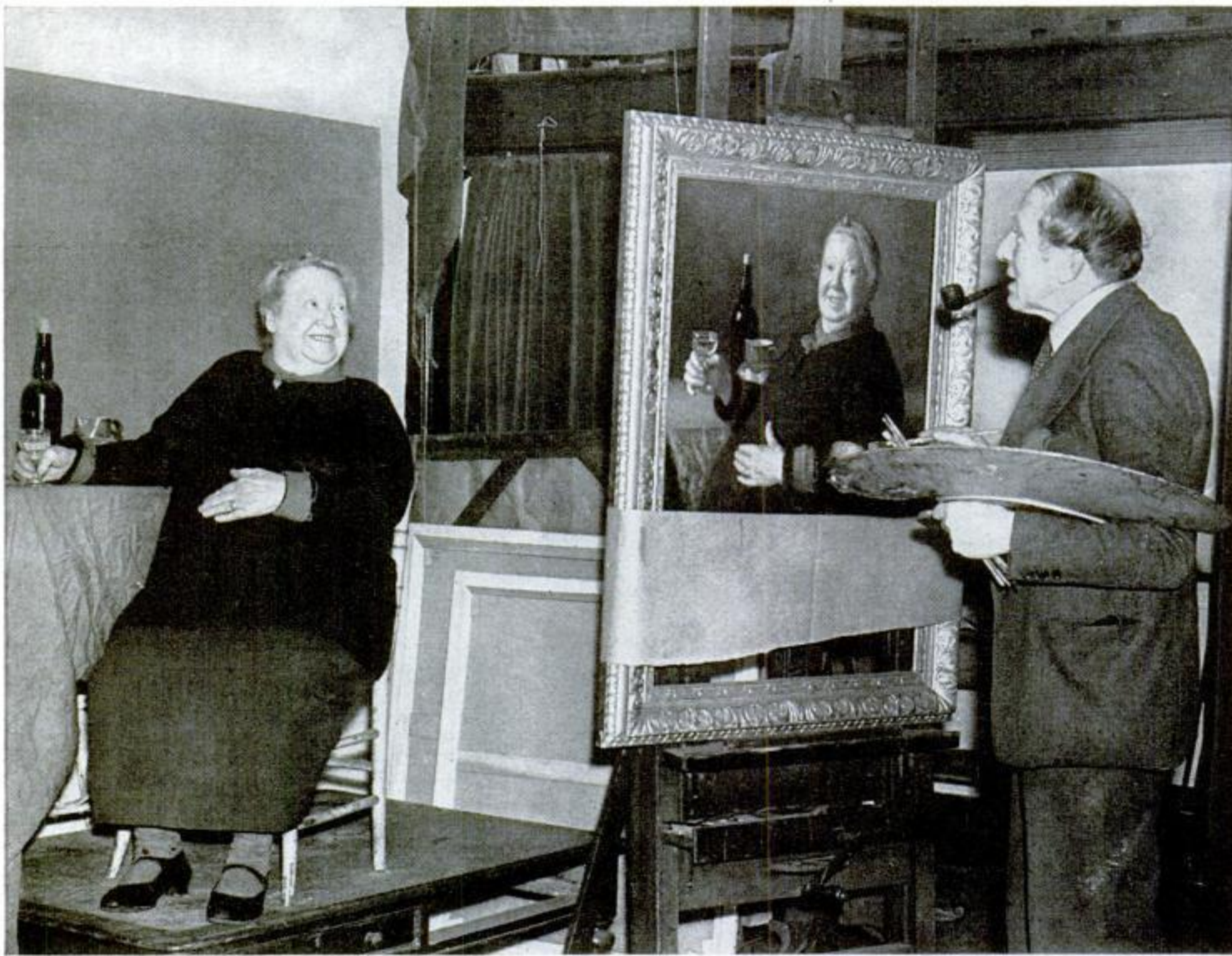


The pirates return to their own funeral. Tom, Huck (left) and Joe Harper have run off to be pirates and spent three nights on an island in the Mississippi. The town, believing them drowned, holds a funeral service. The three boys steal into the balcony, weep with the others at the preacher's eulogy of them and then march warily down the aisle.

Tom and Becky go exploring (below) and get lost in a limestone cave. Trying to find their way out, they stumble upon the lair of Injun Joe. The scene in which the Indian tries to kill Tom and Tom sends him hurtling to his death causes Becky to have hysterics and may worry parents who take their children to see the movie. Tom and Becky get out safely.



GEORGE BELCHER PAINTS THE BRITISH BIDDY FOR THE ROYAL ACADEMY



MRS. WATSON, LONDON COOK, SITS FOR HER PORTRAIT BY GEORGE BELCHER, A. R. A.

London's social season commences the first week in May with Private View Day at the Royal Academy. On that day George Frederick Belcher will present the portrait at left of the character that has brought him fame, fortune, and election as an Associate Royal Academician—the typical British biddy.

It is George Belcher's reputation that he never uses professional models. For 40 of his 63 years he has haunted the bar parlors of second-rate London pubs in his search for the frowsy charladies, convivial rumpots, and pompous harpies whom he cajoles, wheedles and bribes into posing for the long series of charcoal and soft ground etchings that has made his work familiar to every reader of *Punch*. Belcher models are chosen as much for what they say as how they look. More cheerfully respectable than most Belcher models is plump Mrs. Watson, a 77-year-old London "cook-general" who, with rumpled stockings and glass in hand, has now been immortalized. On these pages you see other versions of Artist Belcher's great characters as portrayed in *Taken from Life*, published by Alston Rivers, Ltd.

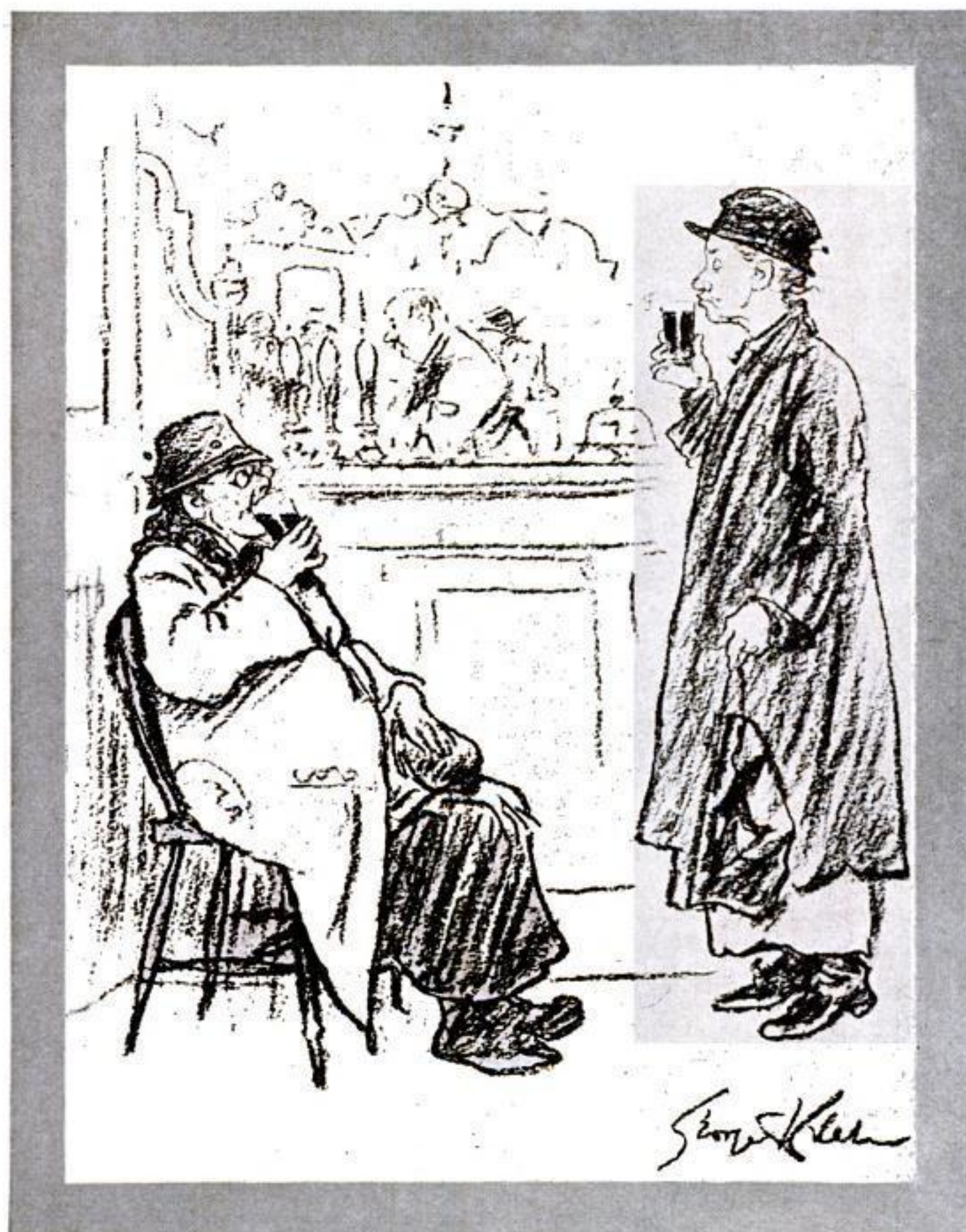
George Belcher, tall and red faced, brushes his sparse hair forward in exaggerated Victorian whisps. He stalks about London either in the tweediest of fox-hunting tweeds or else in a funereal black cape and high satin stock. He fancies Victorian jackets for evening wear. It is typical of his painstaking realism that he once spent two hours roasting a chicken to the precise shade of brown needed for a still life.



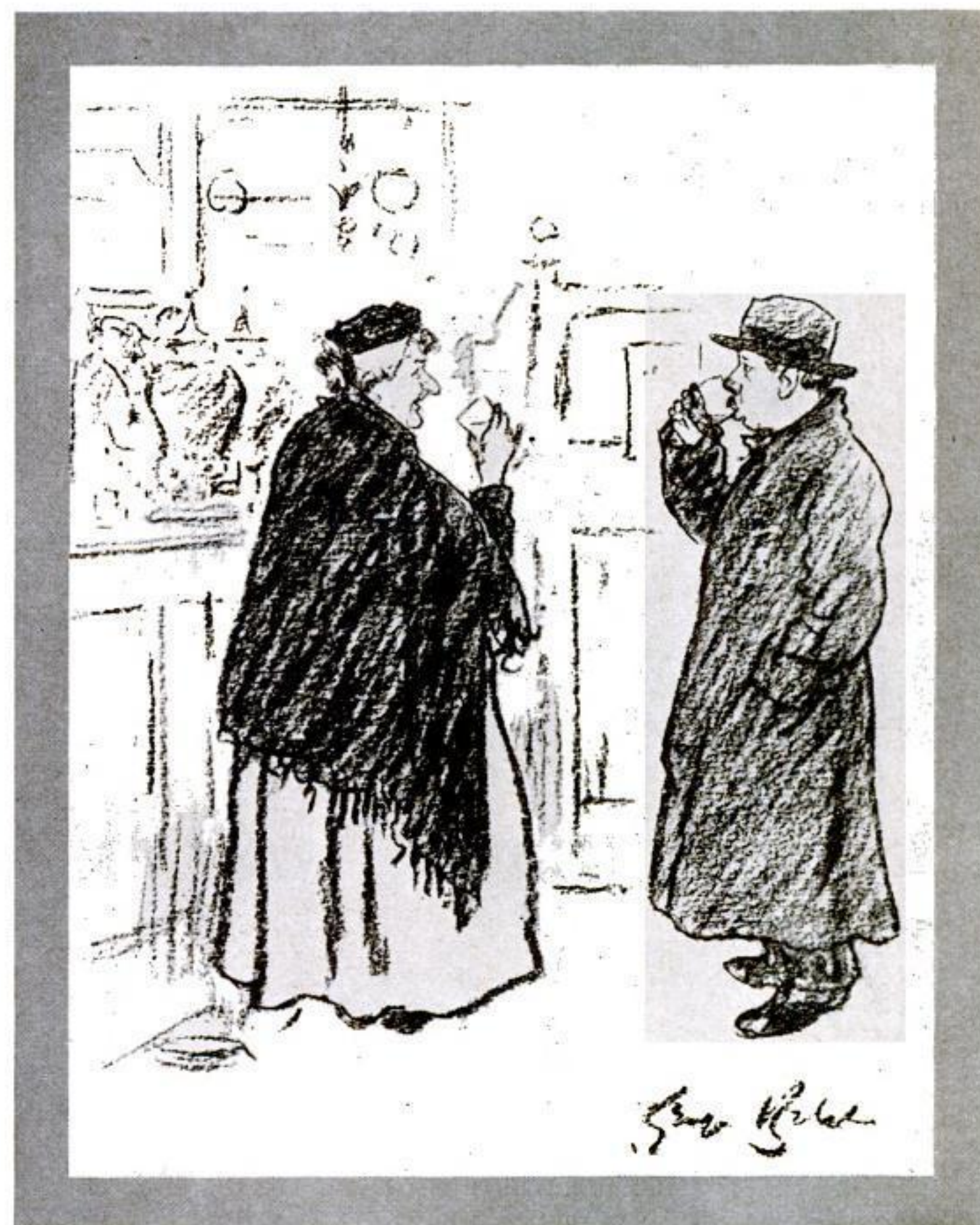
First Lady. "That new neighbor of yours is a bit of a spiritualist, ain't she?"
Second Lady. "Well, I never see no bottles goin' in there!"



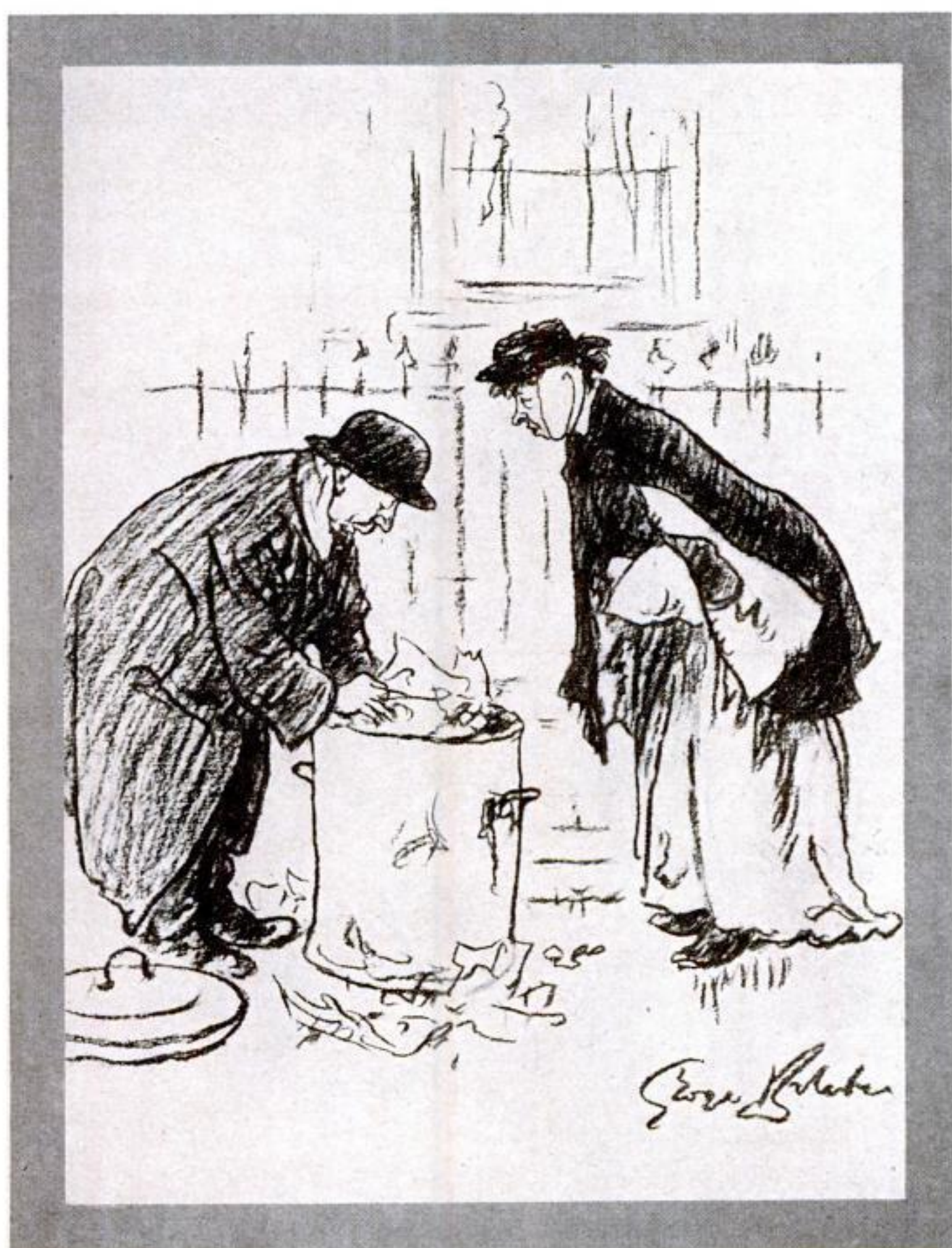
First Lady. "Are yer feeling queer, Mrs. McLaren?"
Second Lady. "Yes, I think I'm took with that sleepy sickness; I feel both."



"Birds of a feather froth together."



Convivial old Lady. "Well, 'ere's wishing you all the complaints of the season."



Lady. "'Ave yer found anythink, Mate?
I'm lookin' for a novelty for a friend."





The three Rhine Maidens are seen at the opening of *Rheingold* guarding their gold. Two people will covet their treasure: Alberich, a dwarf, and Wotan, king of the gods. Wotan needs it as payment to two giants, Fafner and Fasolt, who have built for the gods a great new castle, Valhalla.

THE RING OF THE NIBELUNG

Wagner's great cycle is told in pictures

Richard Wagner decided in 1848 to write an opera on the death of Siegfried, hero of the German Nibelung saga. After working on the libretto a while, he decided a prefatory opera was necessary. Then he needed a preface to this preface and finally, still another preface. The fruit of this reverse method was *The Ring of the Nibelung*, a cycle of four operas: *Das Rheingold*, *Die Walküre*, *Siegfried*, *Götterdämmerung*. When Wagner set down the last notes of *Götterdämmerung* in 1874, he had completed the most ambitious and the greatest of all opera projects.

Richard Wagner was an inconsiderate, conceited, over-sexed genius. The story of his *Ring* is involved, its development wordy, its philosophy unimportant. Yet it is a wonderfully beautiful work. Its music evokes rainbows and rivers, speaks for gods and dwarfs and lovers, embroiders with lovely imagination the flickering of a fire and the rustle of a forest. Year by year the *Ring* grows more popular. This year's demand is again forcing the Metropolitan Opera to produce two complete, uncut cycles, the second of which ends March 19. Millions have heard the operas broadcast who have never seen the *Ring* performed.

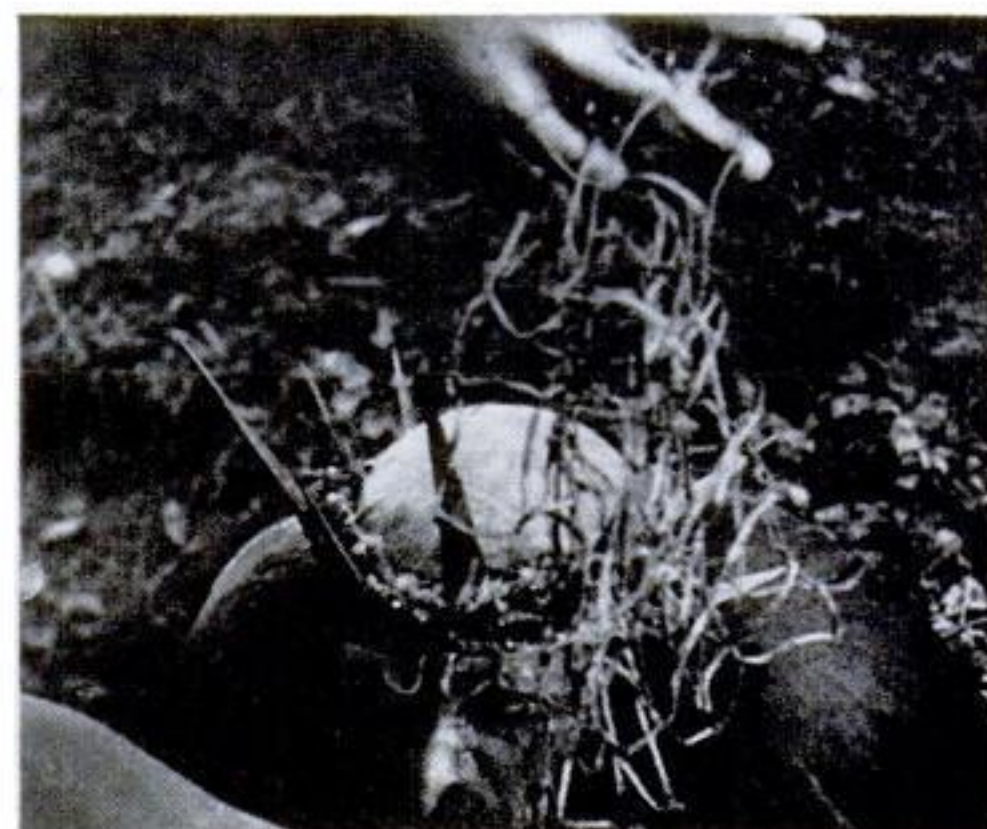
Only studious Wagnerites know the story of the *Ring*. Here it is told for the first time in pictures. Most of these photographs are taken from *Siegfried*, a German film also adapted from the Nibelung saga. They tell the *Ring* much as Wagner tells it. The Rhine Maiden scene is from the San Francisco Opera, the *Walküre* scenes from the Cleveland Opera.



Alberich, a Nibelung dwarf, steals the gold from the Rhine maidens when he is told that, by forswearing love, he can fashion from it a ring which will give the wearer power over the universe. He renounces love, forges the ring.



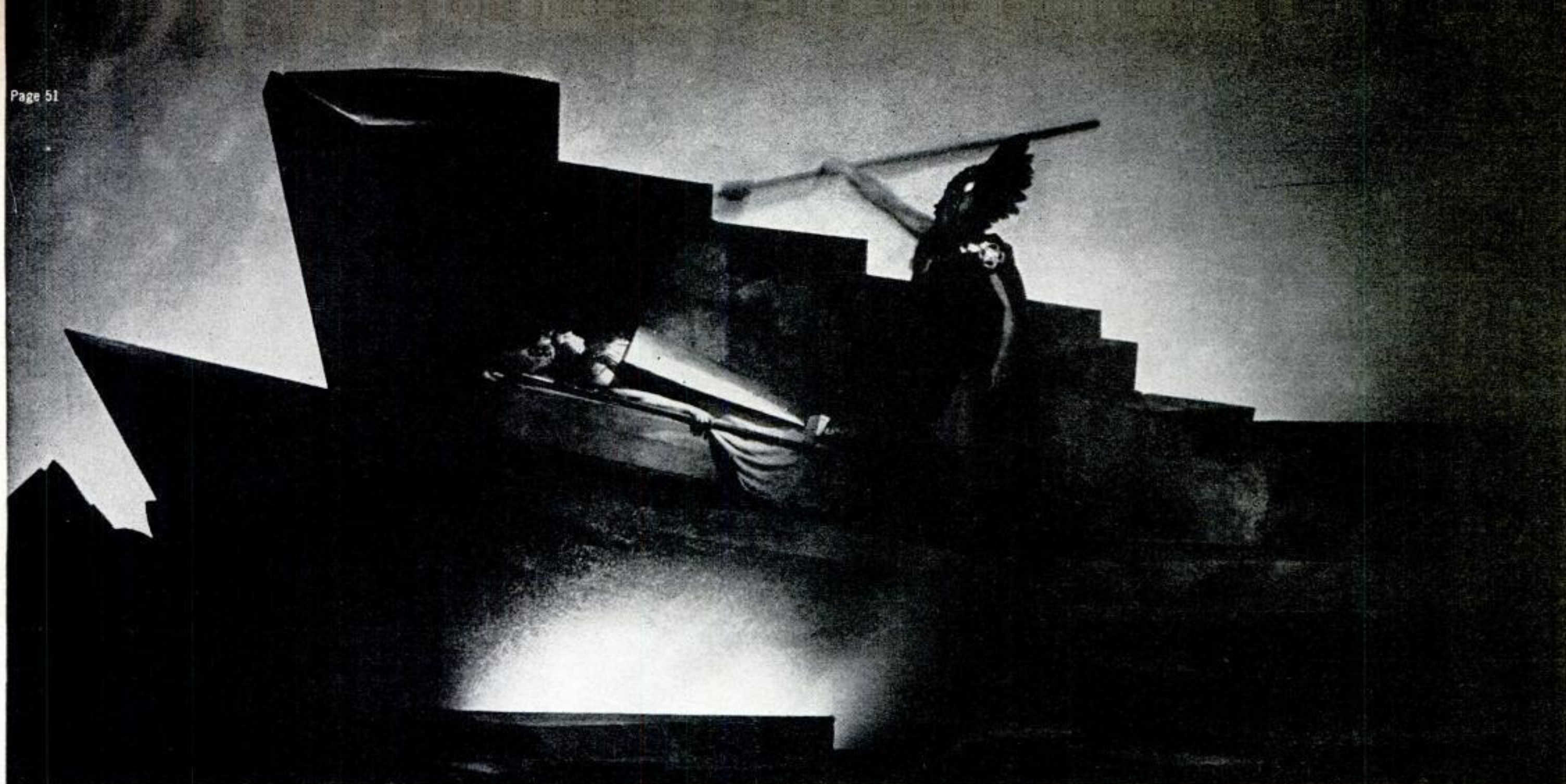
The Nibelung dwarfs are enslaved by Alberich, forced to pile up a vast hoard of gold. Alberich's whining brother, Mime, makes him a magic helmet, Tarnhelm. Whoever wears Tarnhelm can change his form or become invisible.



Alberich shows off Tarnhelm to Wotan, changing himself into a dragon, then into a toad. Wotan quickly steps on Toad Alberich, robs him of his ring, helmet and gold to pay the giants. Alberich puts the curse of death on the ring.

Die Walküre





In *Die Walküre*, Wotan creates a human hero to retrieve the ring from Giant Fafner, lift its curse, save the gods. The hero will be born to Wotan's children, Siegmund and Sieglinde. But Sieglinde is already wife of Hunding and Wotan's wife objects to their love. So when Sieglinde elopes with

Siegmund, Wotan has to order his Valkyr-daughter Brünnhilde to help the pursuing Hunding. But Brünnhilde disobeys, helps Siegmund. Wotan appears, shatters the sword he himself had given Siegmund. Hunding kills Siegmund (*opposite, bottom*) as Sieglinde swoons and Brünnhilde looks

on. Aided by the still disobedient Valkyr, Sieglinde flees, carrying Siegmund's unborn son and broken sword. As punishment, Wotan deprives Brünnhilde of godhood, places her in a dead sleep on a rock (*above*) surrounded by magic fire. The first man who can reach her can claim her as bride.

Siegfried



Sieglinde's son, Siegfried, is born in the cave of Mime, Alberich's brother, where Sieglinde has found shelter. She dies in childbirth leaving her son and Siegmund's sword with Mime who cares for Siegfried, sees in him a means of getting the ring and treasure.



The broken sword can be welded only by a fearless hero. Siegfried forges the pieces together at Mime's suggestion and then goes off to fight Fafner, one of the Valhalla-building giants, who has changed himself into a dragon, guards his gold, ring and Tarnhelm.



Siegfried kills Fafner. He tastes a drop of Fafner's blood, can then understand the birds. One warns him against Mime, tells him of the ring, helmet and Brünnhilde. Siegfried kills Mime, departs with the ring to seek Brünnhilde.

Götterdämmerung



Siegfried has found Brünnhilde behind the magic fire, made her his bride. Brünnhilde gives him godly wisdom, casts a spell of invulnerability over him, and sends him off on her horse Grane to do deeds of glory. In return, as a token of his love, he gives her the ring.



Siegfried journeys through the woods and down the Rhine. Meanwhile, in Valhalla, the gods are sad. Wotan's power is waning and can be restored only if the accursed ring, which Brünnhilde now wears, is returned to its rightful owners, the Rhine maidens.



Siegfried reaches the hall of the Gibichungs, where he is warmly received by Gunther, the Gibichung king. Gunther has a sister, Gutrune, and an evil half brother, Hagen, whose father is Rheingold's dwarf, evil Alberich.

CONTINUED ON NEXT PAGE



Hagen (right), whom Alberich uses as a tool in trying to retain the ring, brews mischief. He tells Gunther (left) and Gutrune that they should marry. For Gunther's wife, he suggests Brünnhilde; for Gutrune's husband, Siegfried.



A magic potion is proffered Siegfried by Gutrune. Siegfried unsuspectingly drinks the potion which makes him forget all about his Valkyr-wife. He now loves Gutrune, promises to get Brünnhilde for Gunther if he may marry Gutrune.



Blood brotherhood is sworn between Gunther and Siegfried as the sinister Hagen, pleased at his plot's success, looks on. Siegfried must be the one to fetch Brünnhilde for Gunther because only he, the hero, can get through the magic fire.



Siegfried puts on the Tarnhelm to change himself into the likeness of Gunther. Thus disguised, he can capture his own wife for the Gibichung king. Above he is taking on the face, form and dress of Gunther who looks on at right.

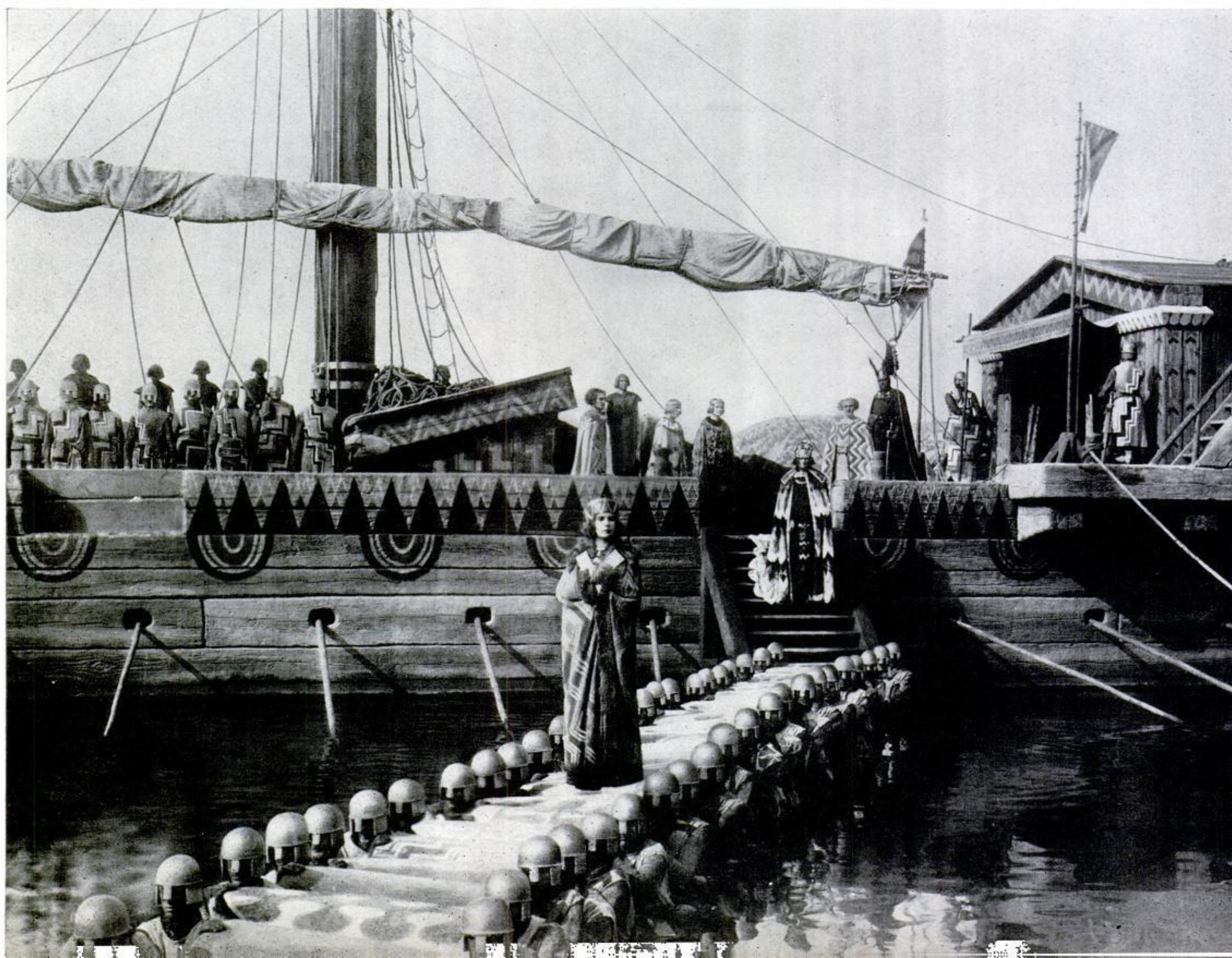


Siegfried is transformed. Now he is Gunther. Meanwhile, Brünnhilde has been hearing of the gods' plight. A sister asks her to return the ring to the Rhine, lift its curse from the gods. But Brünnhilde refuses to give up her love token.



Brünnhilde is conquered by Siegfried who has come in the guise of Gunther. Thrown to the ground, the bewildered and humiliated Valkyr has the ring torn from her finger by her unremembering husband, who puts it back on his own hand.

BRÜNNHILDE SAILS DOWN THE RHINE WITH GUNTHER, WALKS ASHORE TO THE CASTLE ON A BRIDGE BORNE BY HELMETED WARRIORS (BELOW)





The wedding procession of Siegfried and Gutrune is interrupted by the outraged Brünnhilde. She proclaims that she is Siegfried's wife but he, under the potion's spell, denies her. Brünnhilde plots revenge with Hagen and Gunther.



Siegfried goes hunting with Gunther and Hagen. Wandering from his companions, he meets the Rhine maidens who warn him of the curse that Alberich has laid on the ring. Siegfried laughs at them, is rejoined by the hunting party.



Another potion is given Siegfried by Hagen. This restores his memory, he recites the story of his life. As he tells how he can understand birds, two ravens fly over. Hagen asks if Siegfried understands them. Siegfried turns to look.



Hagen plunges his spear into Siegfried's back, the only place he can be harmed. In casting her spell, Brünnhilde, knowing that he was too brave a hero ever to turn his back on an enemy had made him invulnerable everywhere else.

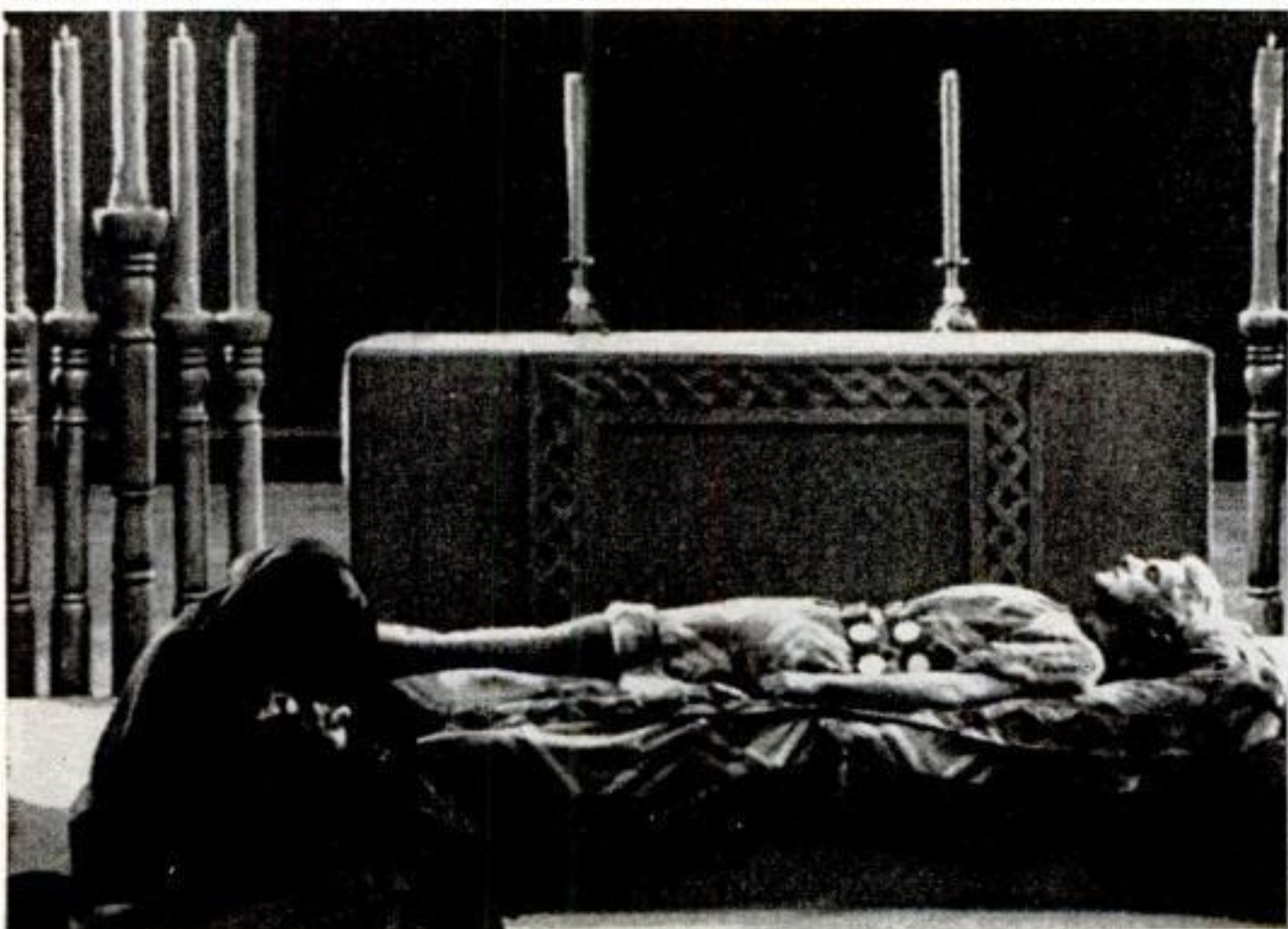


With the spear in his back, piercing clear through his chest, Siegfried still has strength and courage enough to lift his heavy shield over his head and make as if to crush his betrayer, Hagen. But the effort is too much for him.



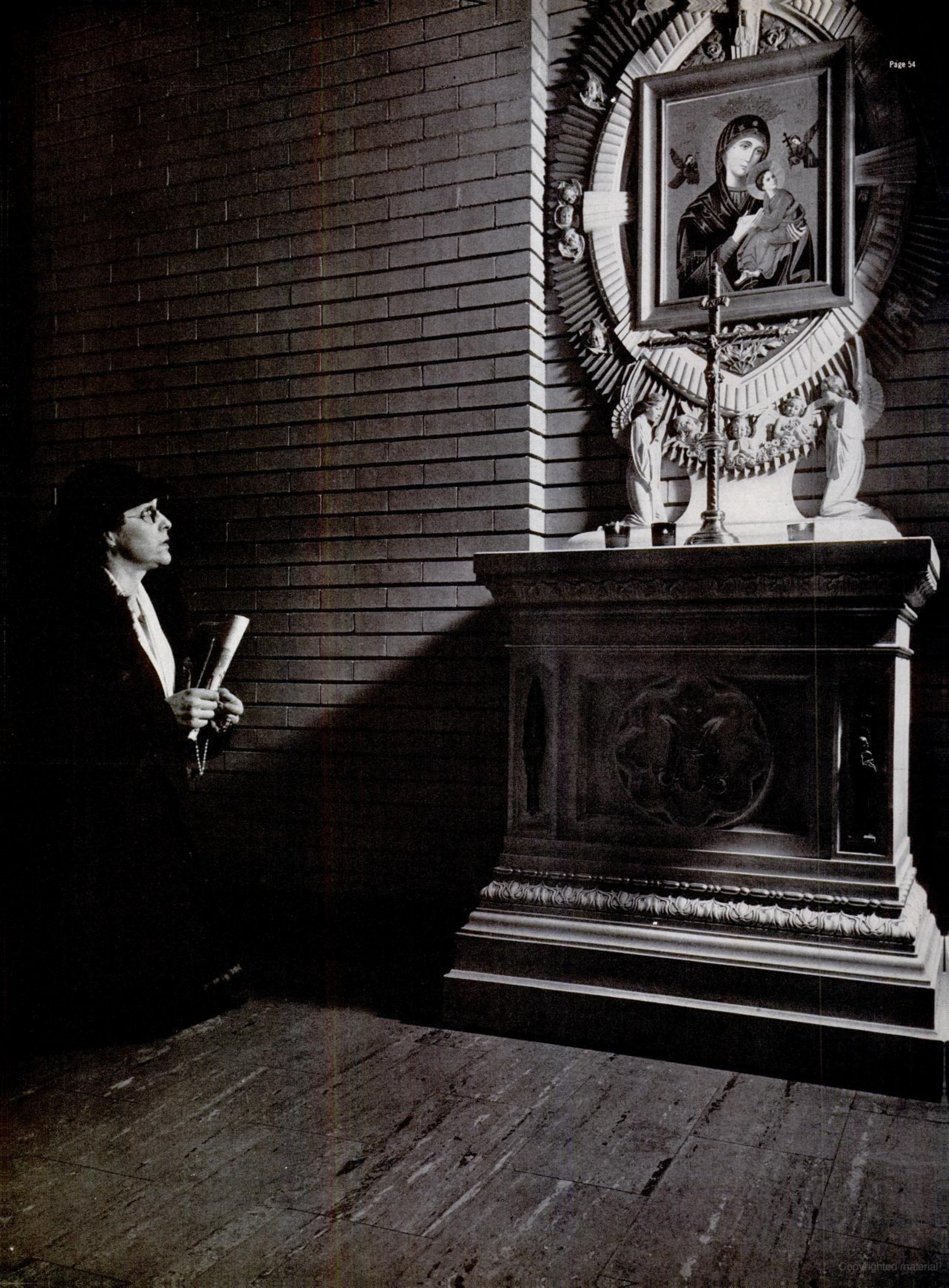
Siegfried falls and, dying, sings to Brünnhilde. He is carried on his shield to the hall, where, in a fight for the ring, Hagen kills Gunther. When he tries to take the ring from Siegfried, the dead hero's clenched hand rises menacingly.

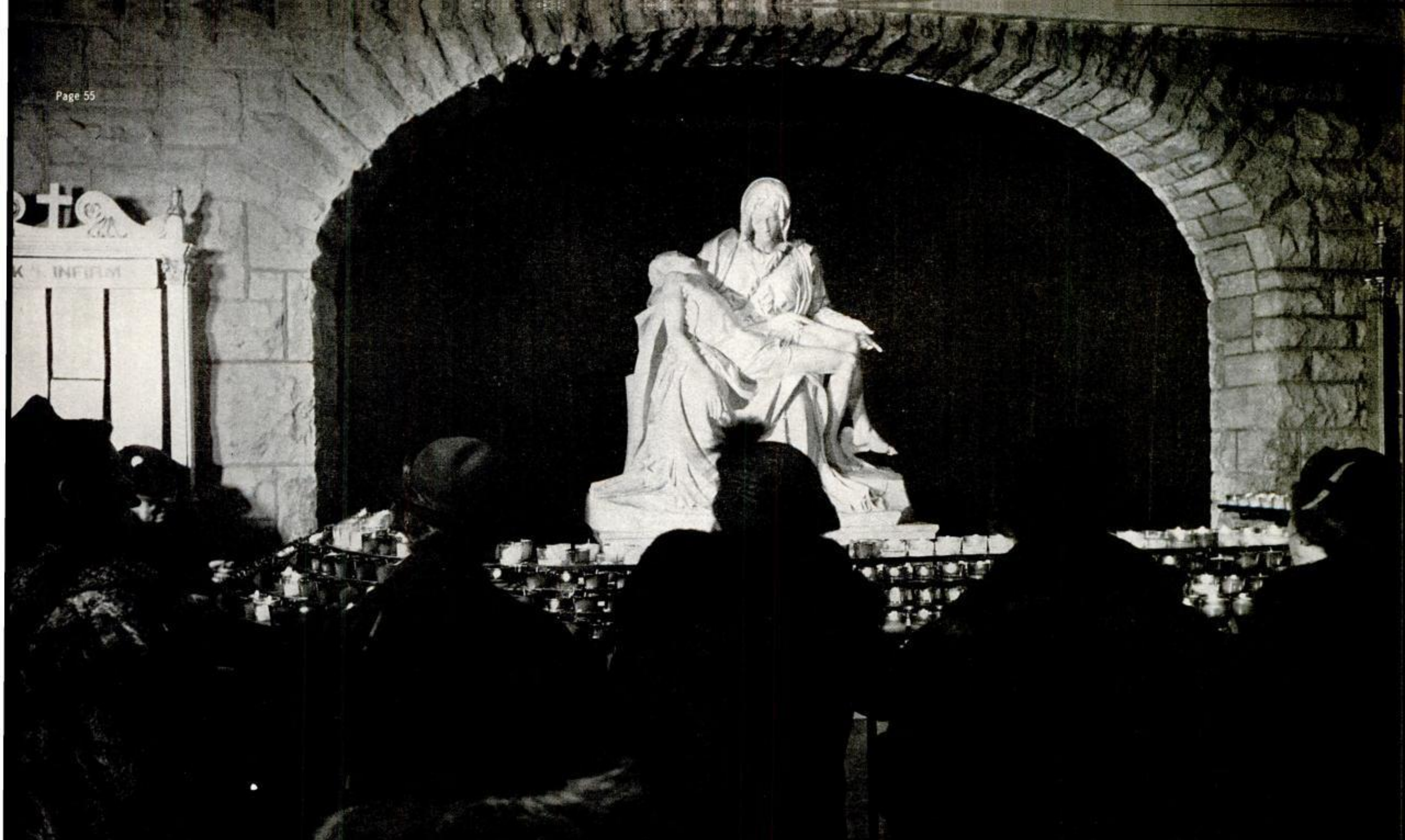
THE "RING" ENDS WITH TWO GREAT FIRES. IN SIEGFRIED'S PYRE, BRÜNNHILDE DIES. IN THE FLAMES OF VALHALLA, THE GODS ARE DESTROYED.



The dusk of the gods deepens as Siegfried lies on his bier (above). Brünnhilde, mounted on her white horse, rides into the flaming funeral pyre (below) to die with Siegfried. The Rhine floods into the hall and the accursed ring goes back to its Rhine maidens. Up in the heavens, the many-towered Valhalla (right) burns. The day of the gods is over.







CHICAGO'S PERPETUAL NOVENA IS NOW THE BIGGEST U.S. RELIGIOUS SERVICE

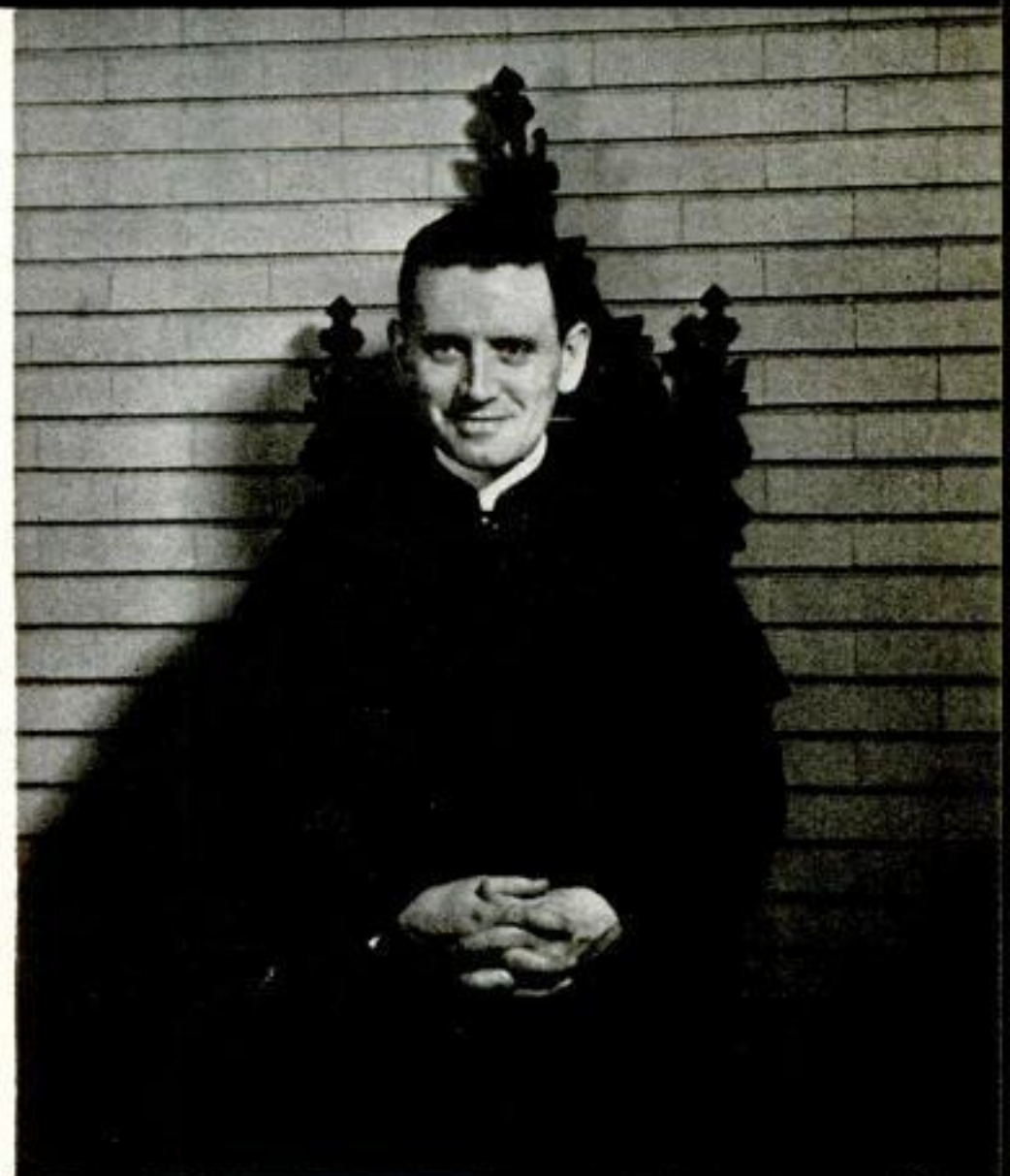
For Catholics, a novena is a devotion performed by saying a series of prayers for a special favor or thanksgiving on nine successive days. On Jan. 8, 1937, Father James R. Keane (*right*) of the Servite Order, a prior of the community attached to Chicago's Church of Our Lady of Sorrows commenced with his flock a Perpetual Novena which would go on Friday after Friday for as long as that church lasts.

The following Friday, 2,500 Novenites arrived to commence a special service that Father Keane had designed with his Cardinal Archbishop's approval. After Novena prayers, they prayed before the Servites' Seven Stations of the Via Matris, a circuit similar to the Fourteen Stations of the Cross, but dedicated to the Sorrows of the Virgin Mary. On the next Friday the crowd increased and has since continued to increase until today his Perpetual Novena is the largest single religious service in the country. On Friday, Feb. 25, 1938, 50,000 pious Catholics stood patiently in line (*below*) to attend the thirty-one 45 min. services that Father Keane and his seven new

assistants held from 6 a.m. through 10 p.m. Not a few remained behind to say their rosaries in the church's private chapels (*opposite page*) or to burn votive candles before the replica of Michelangelo's *Pietà* (*above*). Joseph Francis McCarthy has flown from New York and back for nine Fridays to say his prayers.

By Feb. 4 of this year, 332,033 petitions by Novenites had been written out on blanks. Among other things these asked the Virgin Mary for relief from sickness, new jobs, peace in the home, sale of property, a happy death, cure of alcoholism, health for the Pope, success for General Franco, relief for souls in purgatory and world peace. That same day 371 girls prayed for Catholic boy friends; 115 men prayed for Catholic girl friends. One hundred-twenty ushers, in blue-and-white uniforms, handle this great flow of worshipers. A weekly magazine called *Novena Notes* has been started.

"I always thought Chicago was a hard-boiled town," said a Chicago traffic policeman on duty near the church last Friday, "but look at the faces of those people!"



THE CAMERA OVERSEAS: CZECHOSLOVAK CHILDREN ARE READY FOR GERMANY'S NEXT MOVE

Most of Europe believes that the next move in Fascist Germany's long projected drive to the East will be an attempt to gobble prosperous Czechoslovakia. Already containing 3,250,000 Germans, this determined little republic has in Bat'a, Skoda, and Pilsen one each of the greatest shoe factories, munitions plants and breweries in the world.

On Feb. 24 all Europe heard that Czechoslovakia will fight if

attacked and France will aid her. In accordance with Czech Chief of Staff General Ludwig Krejci's warning to be prepared for a "brutal quick attack by motorized forces, without warning," these boys, in a camp near Prague, are learning to play games in the stuffy semisecurity of rubberized gas masks. Prague's city fathers have made a great bombproof and gastight refuge from the vaulted cellars of the old city slaughterhouse.





HITLER LOOKS TO THE EAST

With Schaub, his personal bodyguard, directly behind him, Hitler, (*fourth box up*) listens to the Berlin Philharmonic at a concert sponsored by Propaganda Minister Goebbels (*beside him*). Fourth in Hitler Box is Economics Minister Walther Funk.

In the box beyond sit Italian Ambassador Bernardo Attolico (*right, rear*) and the Contessa Magistrati, Foreign Minister Galeazzo Ciano's sister (*leaning forward*). Sitting alone in the box below Hitler are dismissed Nazi Foreign Minister von Neurath and wife.

THE CAMERA OVERSEAS: AUSTRALIA CELEBRATES 150 YEARS AFTER ITS "PLYMOUTH ROCK"

Australia is the second-biggest piece of land occupied by English-speaking whites and on Jan. 26 it celebrated the 150th Anniversary of its settling, as shown on these two pages. Below is a re-enactment of the landing at Sydney, Jan. 26, 1788, by Captain Arthur Phillip, his Royal Marines and some 750 male and female convicts brought out from England to settle the new land. Actually Phillip landed at the present site of the near pylon of the great Sydney bridge shown at the bottom of the opposite page. But since this is now the commercial heart of a city of 1,250,000, the second biggest in the British Empire containing one-fifth of all Australia's population, the landing was re-enacted on a nearby beach.

Only 18 years earlier, Britain's famous Captain Cook had landed at Botany Bay, a few miles down the coast from Sydney on the southeastern shore of Australia, and called the area New South Wales because it reminded him of Glamorganshire in Wales. Captain Phillip did not like Botany Bay but rightly considered the bays of Sydney one of the best natural harbors in the world. The lively, inquisitive, well-built aborigines were friendly and well treated but the local tribe was nearly exterminated in 14 months by smallpox imported by the British. The early settlers of Australia were primarily convicts but since England's penal code was then fantastically severe, they were not necessarily of poor stock.



Aborigines from a reservation impersonated tribe, now extinct, who cried "Warawara!" ("Go away!") from the beach.



Officers of Captain Phillip's brig *Supply* were lifted ashore, dry shod, by sailors from the ship's boats at Sydney Cove.



British flag was raised by Phillip and the spot was named for the Secretary of State for Colonies, Viscount Sydney.



BRITISH ROYAL MARINES WITH MUSKETS AND HALBERD MAKE TENTATIVE CONTACT WITH ABORIGINES WITH BOOMERANGS, SPEARS AND CLUBS



Visiting battleships in Sydney's famed Circular Quay, where tourists land, include (from left) the Australian cruiser *Sydney*

and escort vessel *Swan*, U. S. light cruiser *Trenton*, French escort vessel *Rigault de Genouilly*, Dutch escort vessel *Flores*.



A "sundowner", an itinerant sheep-herder and his "dingo" dog. They always arrive at suppertime.



Mile-and-a-half-long pageant of "Australia's March to Nationhood," Jan. 26, rolled down Sydney's "street of doctors," Mac-

quarie. Seats in the grandstand, at left, sold for as high as \$25 apiece. Nearly one million Australians watched the parade.



"Spirit of Electricity" (above) and "Spirit of the Pearl-fishing Industry" (below) in the pageant.



17,000,000 candlepower in lights illuminated Sydney and its greatest pride, the six-year-old harbor bridge. Some of the

foreign warships seen at top are to be seen again, above, left centre, adding their searchlights to the general festive glare.





Up in the Land of the Mid-night Sun where the snarling of the sled-dogs is your alarm clock—a big, hot, heavy breakfast is probably a very good thing.

But—we protest—not for those of us surrounded by modern comforts. We who live in heated homes, travel in warm cars and cabs, and work in comfortable offices need the wholesome variety of crispness in our menus.

Kellogg's Corn Flakes contain enough calories to furnish warmth and energy. They're crisp, delicious, easy to digest. Oven-fresh, ready to serve. Say "Kellogg's" before you say "Corn Flakes."



MODEL RALPH EATON EARNS \$1 FROM THE WOMEN'S CAMERA CLUB

WOMEN OF CLEVELAND FORM A CAMERA CLUB

Several years ago the Cleveland Art Club recognized the growing esthetic importance of the camera by instituting photography classes for men. In selecting subjects, its members showed an occasional predilection for nude female models. A month ago a group of women decided to explore the mysteries of photography, arranged for weekly sessions at the Cleveland Art Club. Their favorite subject turned out to be Model Ralph Eaton, shown below in various studies taken by members of the class, Feb. 9.



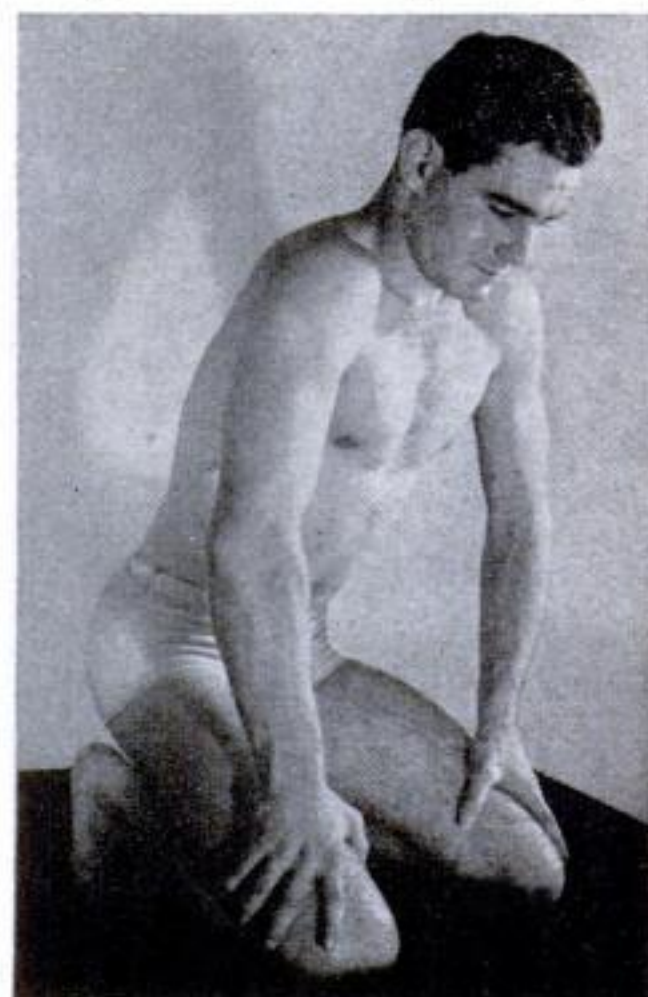
By Lillian Horwath, teletypist




By Helen B. Novotny, secretary




By Lillian Horwath, teletypist



By Emma Heller, telephone operator



Character in Shoes



Built from Genuine Pigskin

For generations no leather has ever been more closely associated with gentlemen. Noted for its natural charm of color—individuality of texture, and ability to withstand wear. Cleans easily and takes a polish like old gold.

The mammoth Raw-Ribbed Soles give and take in a big way, affording maximum comfort and protection with added miles of travel. A new walk awaits you.

The Snooty Brogue, as illustrated, No. 3050 at \$7.50

STANWELL Styles \$5. CRAFTSMEN Styles \$6. O-SO-EZ-E Styles \$6.75 up.

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Built by E. E. TAYLOR CORP., Boston, Mass.

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You can easily repair holes in walls with Rutland Patching Plaster. Anyone can make a perfect job with Rutland.

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LIFE'S PICTURES



The week that Photographer Fritz Henle spent at San Antonio's Jefferson High School (see pages 22-29) was a merry one. He was followed around like the Pied Piper of Hamelin, while classes were neglected. Mr. Henle is a great travel-photographer who publishes photo-essays on the countries he visits. His first book was about Japan; the second, soon to appear, will describe Mexico. He hopes someday to publish a masterpiece on the U. S. which he is now enthusiastically studying from remote Eagle Island in Maine to glamorous Hollywood.

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POUNDS LIGHTER

THANKS TO THIS SCANDINAVIAN STYLE BREAD
says lovely Marion Talley



A few years ago, Marion Talley looked like this

"Movie stars know how to lose pounds easily and pleasantly," says Miss Talley, "and I'm passing the secret on to you. Called the Hollywood Habit, it includes three simple rules—Eat sensibly, exercise moderately, eat Ry-Krisp (Scandinavian style bread) at every meal. It works like magic as you can see from my own photographs."

Ry-Krisp, Scandinavian style bread, is whole rye baked into thin, delicious wafers containing only 20 calories each. Served with soups, salads, full course dinners, this crisp bread always makes a hit. Youngsters love it, too... and there's nothing better for between-meal nibbling than a few Ry-Krisp wafers. Begin today to enjoy the tempting goodness of these low-calorie wafers. "And take advice from one who knows," says Miss Talley, "Follow the Hollywood Habit if you want to take pounds off your figure and years off your age."

HEAR
Marion Talley
SING

Sunday afternoon 5:00 PM, EST, NBC Red Network and other stations.



Today, Miss Talley tips the scales at 107 pounds



EDITH BACKUS



ANITA COLBY



OLIVE CAWLEY



KATHARINE ALDRIDGE



LUELLA HURD

Life Goes to a Party

in Palm Beach with a dozen of New York's prettiest models

Clearing-house for about 100 of the best looking models in America is the John Robert Powers agency in New York. Girls on the Powers list are kept busy going from studio to photographic studio posing for magazine covers and for advertisements of everything from cigarets to chinchilla coats. On a recent Wednesday a dozen of the prettiest Powers models were sent off on an assignment which notably combined pleasure with business.

Whisked to Palm Beach under the aegis of Saks Fifth Avenue in a plane piloted by Dick Merrill, they gave a fashion show Thursday night at that fashionable resort's fashionable Colony Club. Mrs. Barclay Warburton, Jr. acted as mistress of ceremonies while the girls paced and pirouetted in the latest evening gowns and elaborate sports outfits. (Most of the many socialites at the show wander about Palm Beach hatless and in slacks.) Next day they gave a luncheon fashion show of beach costumes and that night they were guests of honor at an Artists and Writers Golf Association dinner where Cartoonist Rube Goldberg turned the affair into a burlesque on a fashion show.

Saturday's schedule called for the departure of the Powers girls for New York at 5 p.m., but Southern weather and hospitality proved so attractive that, what with one thing and another, only five of the girls made the plane at Miami. On these two pages you see most of the young women who made the trip and on the following pages you will see some of the things that one of them did in Palm Beach.



JUNE COX TAKES A SUN BATH

GEORGIA CARROLL DRIES HER HAIR WITH A TOWEL

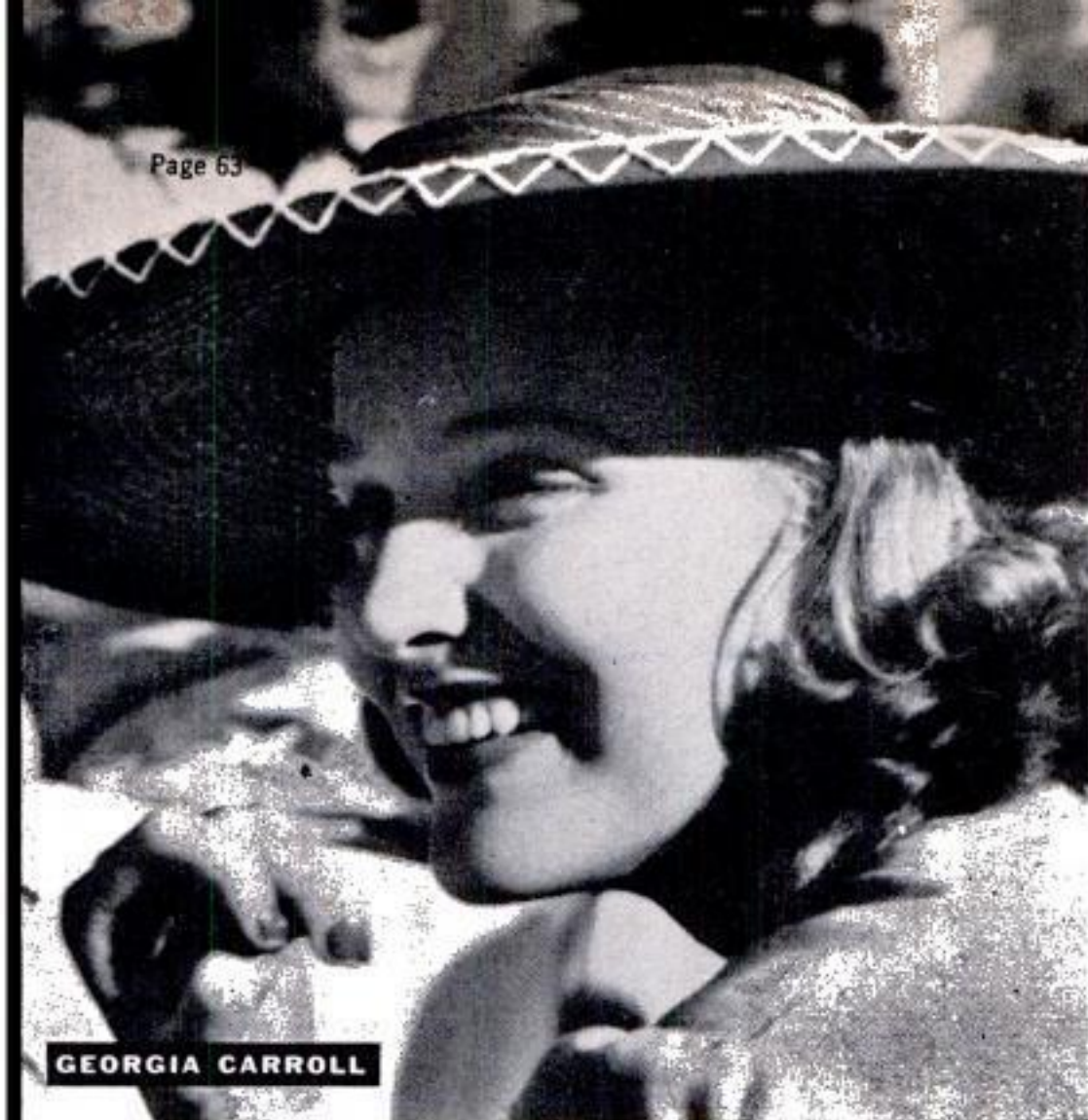


BABS BECKWITH DABS ON A LITTLE PERFUME



OLIVE CAWLEY GIVES HERSELF A MANICURE

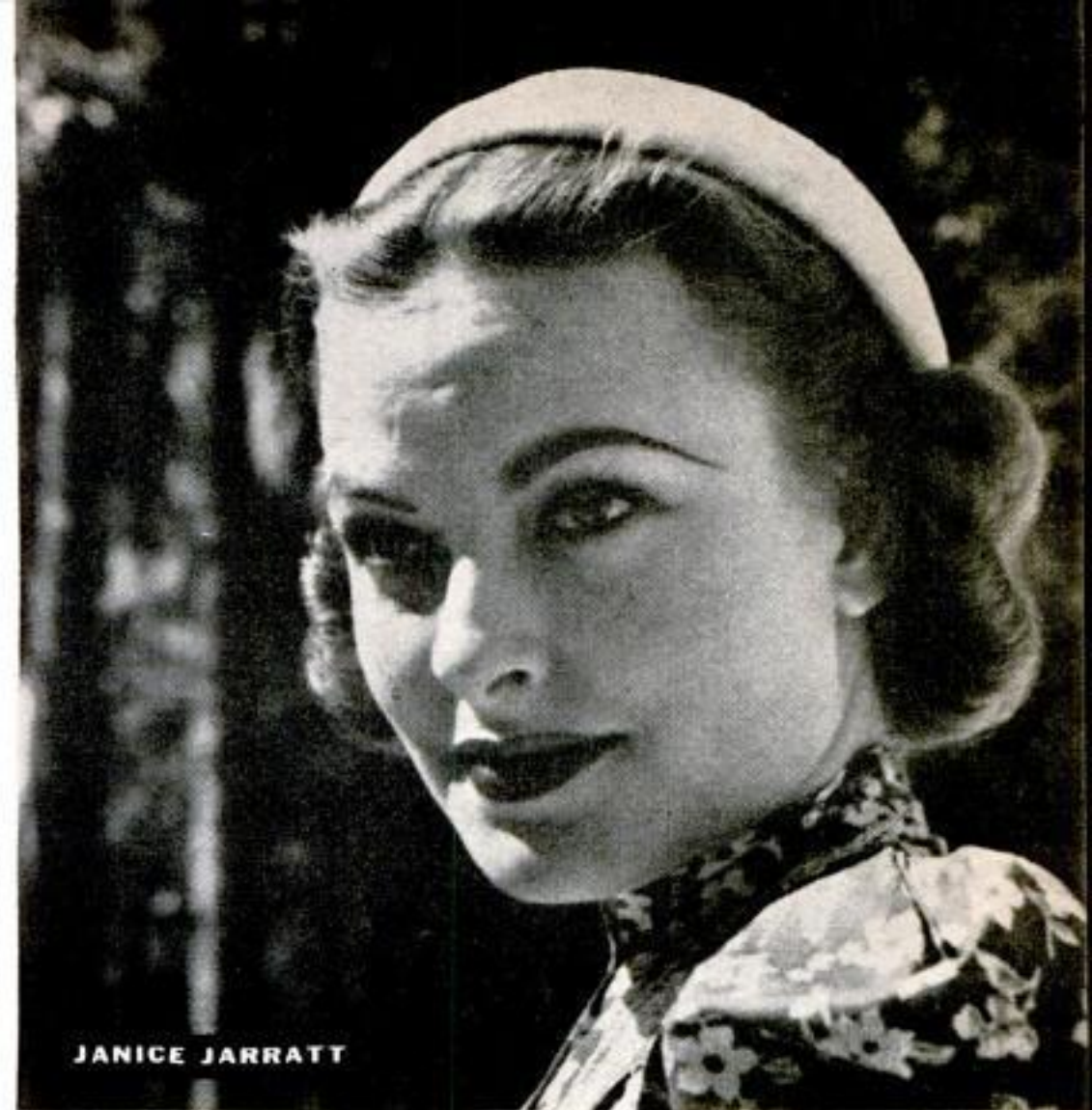




GEORGIA CARROLL



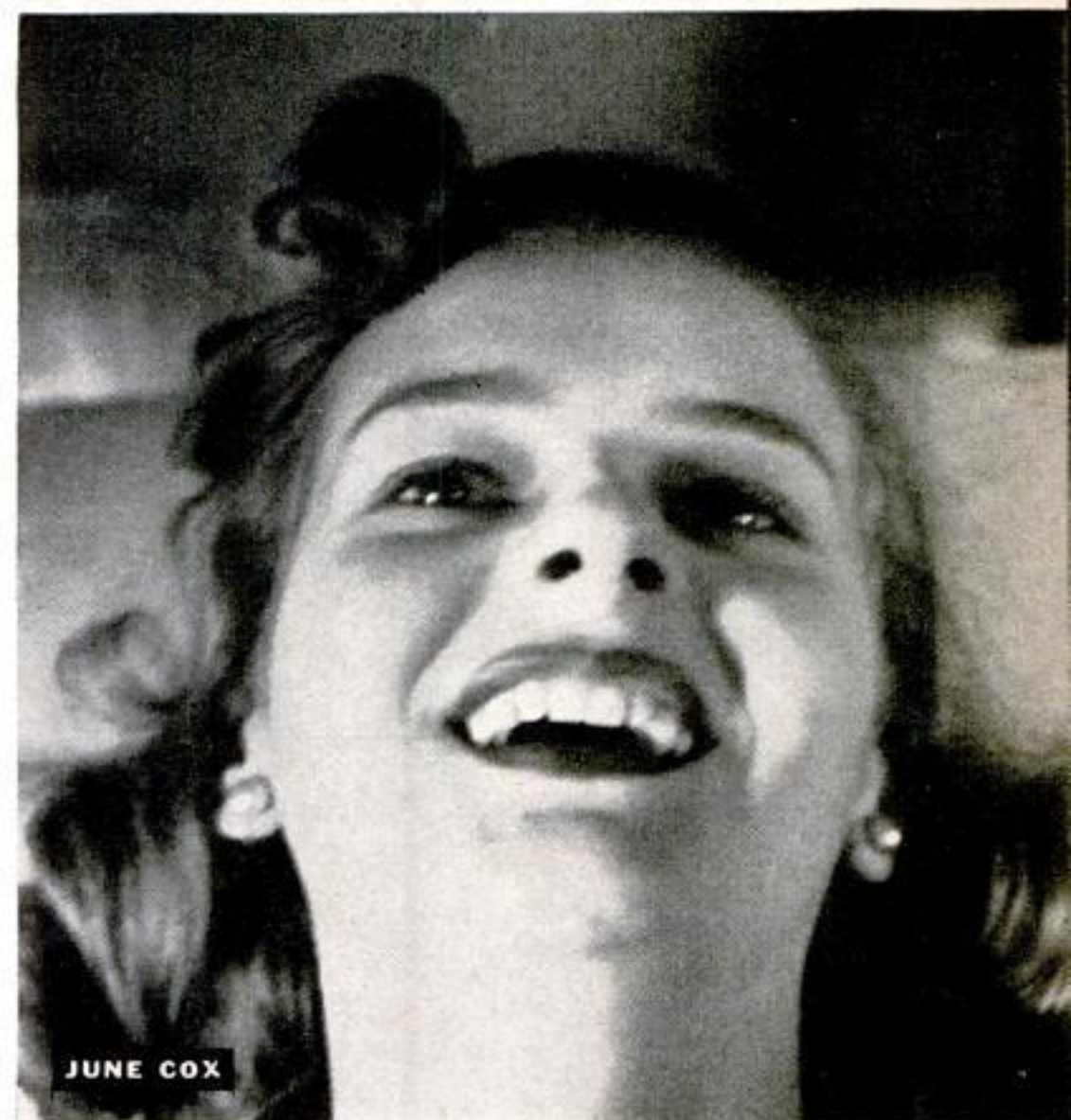
MARGARET TANNER



JANICE JARRATT



KATHARINE ALDRIDGE RACES A FRIEND ACROSS AN AIRPORT MUD PUDDLE



JUNE COX



MARGARET HORAN

KATHARINE ALDRIDGE WANTS TO KNOW WHAT'S UP



GEORGIA CARROLL EMERGES FROM HER SHOWER BATH



LUELLA HURD ATTENDS TO RECALCITRANT CURLS



CONTINUED
ON NEXT PAGE

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IS YOUR CHILD AMONG THIS — 80%? —



Survey shows 80%
of school children
have foot defects

Buying shoes for your child is a grave responsibility. Unless shoes protect and at the same time permit unhampered growth, they can cause foot defects which may result in a lifetime of serious body ills. Made on scientific foot-shaping lasts, Buster Brown Shoes are shaped as growing feet should be shaped—with firm support for arch, ample room for toes and ball of foot and a Health Cushion in heel to absorb shock and help prevent inward rolling of ankles. Buster Browns are sold at leading shoe and department stores in styles your child likes. \$2.50 to \$5.00 depending on size. Brown Shoe Company, St. Louis.



Buster Brown S H O E S

Buster's picture
in every pair



Life's Party (continued)



Choosing a beach costume for the Colony Club fashion show is Katharine Aldridge. Some of her other activities while staying in Palm Beach are shown below.



A buffet lunch is enjoyed by Miss Aldridge and Georgia Carroll at the Alibi Club where they took part in a fashion show. The latter is the Chesterfield Girl.



At the Colony Club Miss Aldridge models a beach costume while Mrs. Barclay Warburton Jr. acts as announcer. The onlookers paid \$5 a plate to look on.



Posed by professional models

NEW POPULARITY

*for thousands
this simple way*

THOUSANDS of girls today feel themselves unwanted—shunned by new acquaintances and often by old friends—seldom invited to share "good times."

Many seem to lack normal feminine allurements. They are too thin and angular. Their complexions may be blemished, lacking in natural bloom—their entire appearance rundown, tired and pepleless.

Yet these handicaps are today very easily corrected in thousands of cases. By means of a well-proven discovery many girls who had long been too thin and worn have blossomed forth with new, more enticing natural curves, new normal beauty of skin, new pep and ginger that often bring instant popularity. And the explanation of this change is extremely simple.

How it is done

Scientists have discovered that hosts of people are thin and rundown only because they do not get sufficient Vitamin B and iron in their daily food. Without these elements you may lack appetite, and not get the most body-building good out of what you eat.

Today you can get these exact missing elements in the new, pleasant-to-take little Ironized Yeast tablets. They're made by a new, costly process from one of the richest sources of health-building Vitamin B—the special rich yeast used in making English ale. This is highly concentrated, then combined with pasteurized English ale yeast and three kinds of blood-building iron.

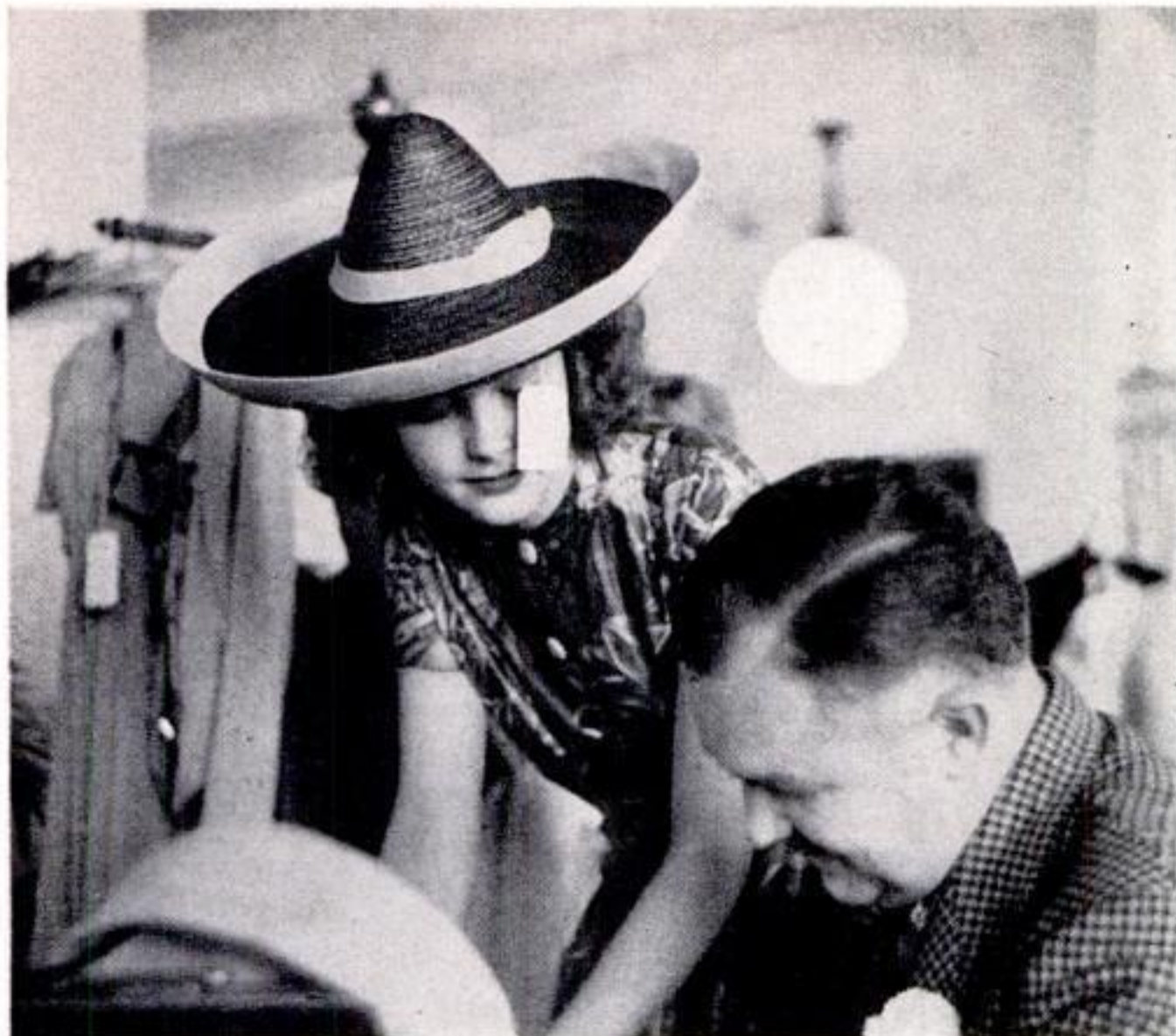
No wonder great numbers of thin, rundown people who needed these elements have, with the aid of these little Ironized Yeast tablets, quickly gained normally attractive flesh, naturally lovely skin, new friends and new good times.

Make this convincing test

Get Ironized Yeast tablets from your druggist today. If with the very first package you don't begin to eat better and get more benefit from your food—if you don't feel better, with more pep—if you are not convinced that Ironized Yeast will give you the pounds of normally attractive flesh you need—the price of this first package promptly refunded. So start today.

Special offer!

To start thousands building up their health right away, we make this special offer. Purchase a package of Ironized Yeast tablets at once, cut out the seal on the box and mail it to us with a clipping of this paragraph. We will send you a fascinating new book on health, "New Facts About Your Body." Remember, results with the very first package—or money refunded. At all druggists. Ironized Yeast Co., Inc., Dept. 1253, Atlanta, Ga.



A price tag over one eye is the latest wrinkle exhibited by Miss Aldridge. Here she confers with Harry Schur, manager of Saks Fifth Avenue's Palm Beach branch.



This lovely scarecrow is our friend Miss Aldridge again demonstrating removal of beach costume. No one in Palm Beach wears anything that looks like this.



At the Miami Airport Miss Aldridge takes a much-needed snooze. You can't tell from this, but she is the girl who often decorates the covers of *Redbook Magazine*.



MAKE THE 5-O'CLOCK TEST

- Because you're familiar with typewriter noise—you think nothing happens when you hear it seven hours a day. You could get used to seven hours a day of radio static, too—if you had to.
- But think back on the times when you've been *most* weary. Aren't they the times when that noise in your office has been most persistent?
- Make the 5 o'clock test. It's free. Put a Remington Noiseless typewriter in your office for one full day. You'll realize, then, that typewriter efficiency includes noiselessness—that nerve-racking typewriter noise tires you *more* than office work.

Remington Rand Inc.
BUFFALO, N. Y.
More Remingtons built and sold in 1937 than any other make.



The Editors of LIFE
Join the Editors of TIME
in presenting

THE MARCH OF TIME

on the air
Every Thursday
8 p. m. E. S. T.
N. B. C.
Blue Network

ITCHING of ECZEMA
Also externally caused pimples and rashes relieved by soothing, fast-acting medication of Cuticura. Buy today.

CUTICURA SOAP AND OINTMENT



The Morning After Taking Carter's Little Liver Pills

SODA-FOUNTAIN



Chase Chill

WITH BOVRIL

WHEN on a shopping-trip, or out in damp, blustery weather, there's nothing like a cheery cup of BOVRIL. Steaming-hot, its taste and aroma set one's mouth watering for the succulent essence of fresh-roasted beef itself. Drop in at any good fountain and get acquainted with the delicious, appetizing, invigorating food-beverage which has been *Great Britain's Great Bracer* for more than 50 years.

Then, have it at home. A teaspoonful of BOVRIL, instantly dissolved in boiling water, makes an extra-rich cupful. Take it at or between meals, for fighting the feeling of fatigue, clearing away mental cobwebs, or buoying up one's spirit. BOVRIL is formulated to provide the type of nourishment found in prime, lean beef. (20 to 30 pounds of such beef are required to produce one pound of the extract used in making BOVRIL concentrate.) Good for children, grown-ups, old folks, and invalids. Easily assimilated . . . quick pick-up!

BOVRIL a culinary requisite

Add BOVRIL to stews, soups, gravies, and note the transformation! They become twice as tasty—stimulating jaded appetites, and assuring the eating of leftovers with genuine gusto.

At good fountains, 10c a cup—hot. At food and drug-stores, in jars for home use. BOVRIL OF AMERICA, Inc., Camden, N. J.

"BEVERAGE
BEEFSTEAK"



BOVRIL



ALSO BOVRIL BEEF
BOUILLON CUBES

PICTURES TO THE EDITORS

LINERS LINED UP

Sirs:

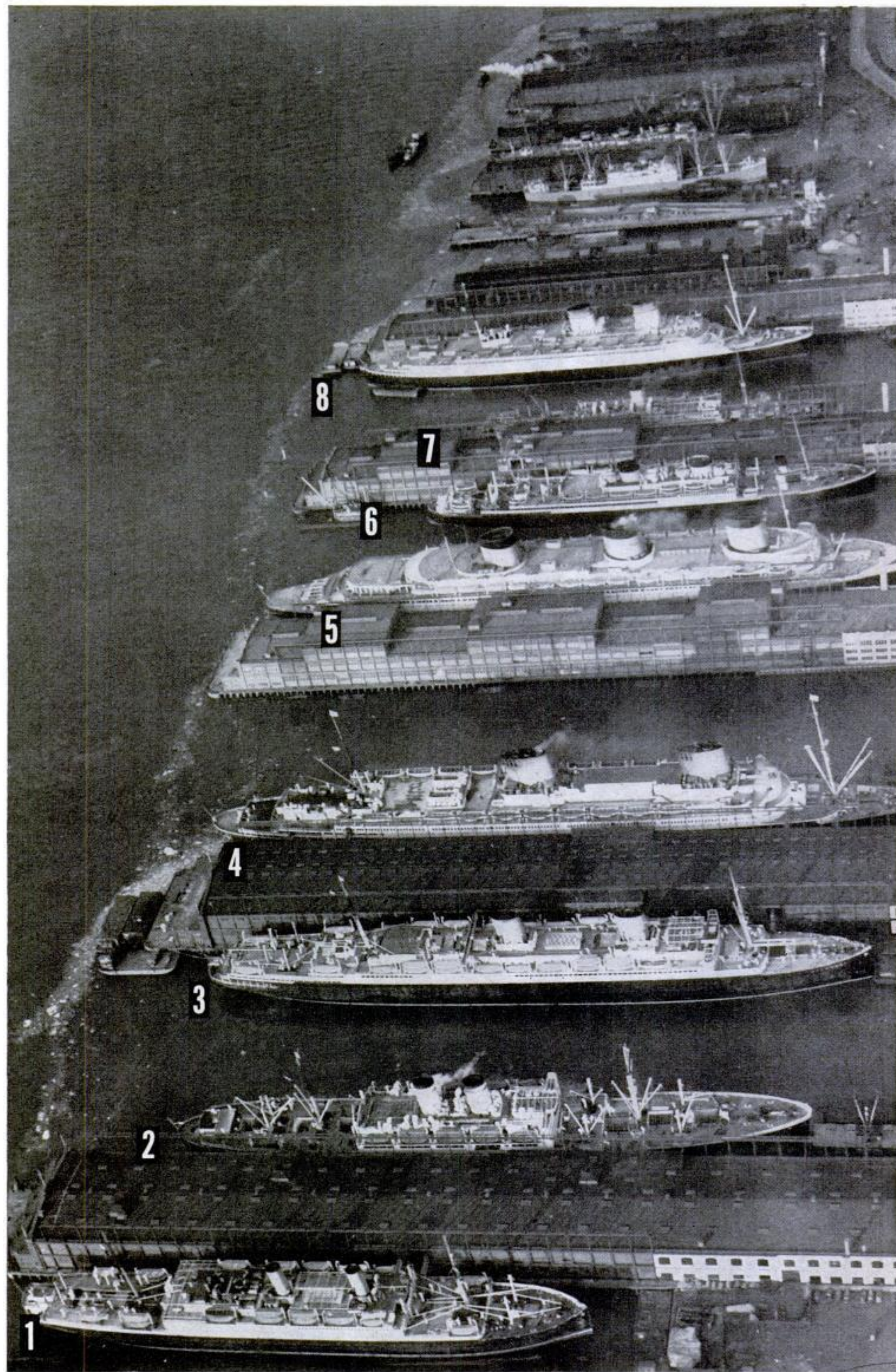
You may remember that LIFE used one of our air shots last year (March 29) which showed five ocean liners grouped together at adjacent piers in the Hudson River. It was an unusual occurrence to have so many together at one time.

Going on to "bigger and better" things, we flew over the same area recently to snap an air shot of eight big liners to-

gether—a goodly portion of the world's transatlantic steamship tonnage, all in one place. By number these ships are: 1, *Berlin*; 2, *Hamburg*; 3, *Columbus*; 4, *Europa*; 5, *Normandie*; 6, *Britannic*; 7, *Carinthia*; 8, *Conte di Savoia*. At the top can be seen the *Western Prince* and beyond, partly hidden, the *Monarch of Bermuda*.

SIDNEY ROSS

Rudy Arnold Photos
Brooklyn, N. Y.



(Continued) *Introducing* TO LIFE's READERS LIFE's 1938 ADVERTISERS*

[[This report continues a series introducing to
LIFE's readers some of LIFE's 1938 advertisers.]]

P**ACKARD MOTOR CAR CO.:** 1937 LIFE advertiser continuing.
Agency, Young & Rubicam, Inc.

PALL MALL CIGARETTES: "LIFE's growth in circulation indicates its advertisers reach interested readers."
Agency, Compton Advertising, Inc.

PARAMOUNT PICTURES, INC.: "LIFE has a fascination for people of all ages—an ideal advertising medium for Paramount pictures."
Agency, Buchanan & Co., Inc.

PARKE, DAVIS & COMPANY: "LIFE appeals to us as an ideal medium for our 'See Your Doctor' institutional advertising."
Agency, Young & Rubicam, Inc.

PARKER PEN COMPANY, THE: 1937 LIFE advertiser continuing.
Agency, Blackett-Sample-Hummert, Inc.

PEPPERELL MANUFACTURING COMPANY (Pepperell Fabrics): "Our advertisements in LIFE have greater trade and consumer interest than any advertisements we have run in the past few years."
Agency, Batten, Barton, Durstine & Osborn, Inc.

PEPSODENT COMPANY, THE (Toothpaste): "We consider LIFE a sharp new advertising tool."
Agency, Lord & Thomas

PHOENIX MUTUAL LIFE INSURANCE CO.: 1937 LIFE advertiser continuing.
Agency, Batten, Barton, Durstine & Osborn, Inc.

PIONEER SUSPENDER CO.: "We ran in LIFE in 1937. This advertising was so tremendously successful that LIFE holds an important place in our schedule for 1938."
Agency, The Lavenson Bureau

PIPER AIRCRAFT CORP.: A new LIFE advertiser in 1938.
Agency, Hutchins Advertising Co., Inc.

PLATE GLASS MFGRS. ASSN. (Safety Plate Automotive): 1937 LIFE advertiser continuing.
Agency, Batten, Barton, Durstine & Osborn, Inc.

POTTER DRUG & CHEMICAL CORP. (Cuticura): 1937 LIFE advertiser continuing.
Agency, Atherton & Currier, Inc.

PULLMAN COMPANY: 1937 LIFE advertiser continuing.
Agency, Chas. Daniel Frey Co.

PYROIL COMPANY: 1937 LIFE advertiser continuing.
Agency, Van Hecker-MacLeod, Inc.

Q**UAKER STATE OIL REFINING CORPORATION** (Pennsylvania Petroleum Products): "LIFE's readership per copy is phenomenal. This intense reader interest cannot fail to produce outstanding results for advertisers."
Agency, Kenyon & Eckhardt, Inc.

R**CA MANUFACTURING COMPANY, INC.** ("LISTEN"): "We feel the RCA LISTEN advertising in LIFE was a vital factor in making dealers conscious of RCA Victor's progress in 1937." Agency, Lord & Thomas

RALSTON PURINA COMPANY: "Because of the fine results we had from our LIFE advertising last year, we have scheduled a comparable campaign in LIFE for 1938."
Agency, Gardner Advertising Co.

RAY'S PHOTO SERVICE: "The fine responsiveness of LIFE in 1937 insured it a place on our 1938 list."
Agency, Frizzell Advertising Agency, Inc.

REMINGTON RAND, INC. (Noiseless Typewriter): 1937 LIFE advertiser continuing.
Agency, Leeford Advertising Agency

RESINOL CHEMICAL COMPANY: "We are continuing in LIFE because we are convinced LIFE sells goods."
Agency, L. A. Sandlass

R. J. REYNOLDS TOBACCO COMPANY (Camels): 1937 LIFE advertiser continuing.
Agency, William Esty and Company, Inc.

ROGERS, LIONEL, CORP. ("University Club" Toilet Requisites): "We think LIFE reaches a big audience of style-conscious men."
Agency, M. H. Hackett, Inc.

RUTLAND FIRE CLAY CO.: 1937 LIFE advertiser continuing.
Agency, Charles W. Hoyt Co., Inc.

S**ALES BUILDERS INC.** (Max Factor Society Make-Up): 1937 LIFE advertiser continuing.
Agency, Smith & Drum, Inc.

SCHIEFFELIN & CO. (Hennessy, Teacher's): "LIFE has been on our schedule ever since its start. We continue in 1938, because we know it is an excellent medium."
Agency, Geare-Marston, Inc.

SCHOLL MFG. CO., INC., THE (Zino-Pads): 1937 LIFE advertiser continuing.
Agency, Donahue & Coe, Inc.

SCOVILL MANUFACTURING COMPANY: "The results of our campaign on Gripps were highly gratifying. We feel that LIFE contributed materially to our success and will use this medium in 1938."
Agency, Needham, Louis & Brorby, Inc.

SEAGRAM-DISTILLERS CORPORATION, NEW YORK CITY: "We have used LIFE successfully since its inception, and plan to include it in our 1938 promotion."
Agency, Cecil, Warwick & Legler, Inc.

SEECK & KADE, INC. (Pertussin): 1937 LIFE advertiser continuing.
Agency, J. Walter Thompson Co.

SENGBUSCH SELF-CLOSING INKSTAND CO.: A new LIFE advertiser in 1938.
Agency, Hoffman & York

SHEAFFER, W. A., PEN COMPANY: "The results from our use of LIFE in 1937 justify its position on our schedule for 1938."
Agency, W. W. Garrison & Co.

SHWAYDER BROS., INC.: "Our 1937 LIFE campaign was successful and accomplished its objective. LIFE has a permanent consideration in all our future national advertising plans."
Agency, Ruthrauff & Ryan, Inc.

SOCONY-VACUUM OIL CO., INC.: 1937 LIFE advertiser continuing.
Agency, J. Stirling Getchell, Inc.

*Advertisers who have already scheduled space in LIFE in 1938. The list (to be continued alphabetically) is necessarily incomplete. Certain advertisers who have announced their intention of using LIFE, but are not listed here, will be included in later reports.

(To be Continued)

LIFE - LIFE - LIFE - LIFE - LIFE - LIFE

PICTURES TO THE EDITORS

(continued)

TARZAN'S LAUGH

Sirs:

Enclosed is a really rare set of six candid of my dad, Edgar Rice Burroughs, in the progressive stages of a laugh.

Twenty-six years ago this month he wrote his first Tarzan story, *Tarzan of the Apes*. Since then dad has turned out 70 full-length novels; has seen *Tarzan of the Apes* translated into 16 foreign languages

and Braille for the blind; has seen his brain child cavort on the screen and heard him voice the victory cry of the bull ape over the air waves. After listening to the latest anti-Farley joke (see pictures), he predicts a continued long life for Tarzan.

HULBERT BURROUGHS

Los Angeles, Calif.



PULL your holidays out of the rut this year. Head North — to nearby Canada, land of varied vacations where Great National Parks, surging rivers and streams, placid lakes, deep, cool forests, gay resorts, and sun-drenched sea-shore havens give unlimited choice. All are easy of access: some, just overnight from where you live. And there's no red tape crossing the border. Ample scope for golf, swimming, canoeing, fishing. Please mail coupon below for full details of *inexpensive* Canadian vacations.



**CANADIAN
TRAVEL BUREAU**
OTTAWA - CANADA

Canadian Travel Bureau, Ottawa, Canada.

☐ Please send me free copy of your 68-page illustrated book about vacationing in Canada.

☐ Please send information on.....

district, province of.....

Name.....

Address.....

.....State.....

AP-138



THIS MUCH MORE IN A SHELVADOR **EXCLUSIVE!**

MORE
• BEAUTY
• ECONOMY
• CONVENIENCE
• ACCESSIBILITY

CROSLEY
ELECTRIC REFRIGERATORS

★ ★ ★

Lei means FLOWER GARLAND

May Day is "Lei Day" in Hawaii, one of the many colorful festivals of the Islands. Everyone—business man, laborer, woman and child—wears a lei around head or shoulders. Climaxed by Hawaiian ceremonial, crowning beautiful Lei Queen... exemplifying the joyous spirit of Aloha: "Heart-felt greetings and welcome!"

Hawaii
TOURIST BUREAU

Details from Travel Agents or our offices: 54 Main St., San Francisco; 745 Pet. Sec. Bldg., Los Angeles, Cal.

Men Do Appreciate Finer Taste

FROM JULY 1935 TO DECEMBER 1937
IN THE 14 STATES THAT PUBLISH RECORDS*

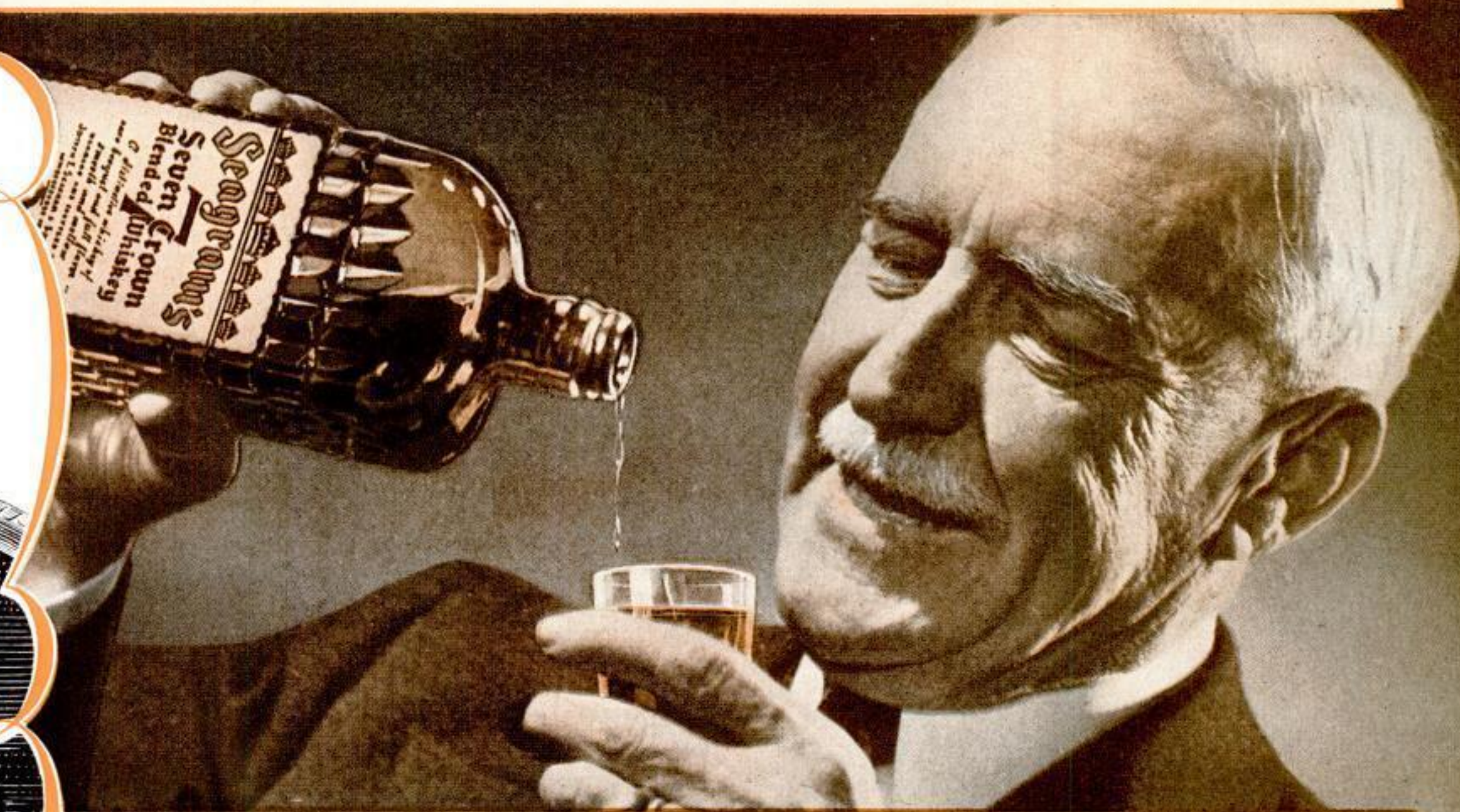
MORE PEOPLE BOUGHT SEAGRAM'S 5^{AND} 7 CROWN

THAN ALL OTHER BLENDED WHISKIES IN
THEIR PRICE CLASS COMBINED

*Based on all available official figures from July, 1935, to December, 1937, issued by the Liquor Control Boards of 14 states: Pennsylvania, Michigan, Iowa, Idaho, Utah, Maine, Ohio, Oregon, Vermont, Virginia, Montana, West Virginia, Washington, Wyoming. It includes the sales of all blended whiskies in the price class of Seagram's Crowns—ranging at present from 90¢ to \$1.50 per pint.



THINK
before you drink
Say Seagram's and be Sure!



Seagram's Crown

BLENDED WHISKIES

They're Finer - They Taste Better
BECAUSE THEY'RE MASTER BLENDED

SEAGRAM'S FIVE CROWN BLENDED WHISKEY. The straight whiskies in this product are 5 years or more old, 25% straight whiskey, 75% neutral spirits distilled from American grains. 90 PROOF.
SEAGRAM'S SEVEN CROWN BLENDED WHISKEY. The straight whiskies in this product are 5 years or more old, 37½% straight whiskies, 62½% neutral spirits distilled from American grains. 90 PROOF.

Copyright 1938, Seagram-Distillers Corp., N. Y.

CLAUDETTE COLBERT
Co-starring in Paramount's
"Bluebeard's Eighth Wife"

From Laughs to Tears in 30 Seconds

CLAUDETTE COLBERT tells how the throat-strain of emotional acting led her to Luckies . . .

"Emoting to order" is certainly a real strain on the throat. That's why an actress thinks twice before choosing a cigarette. Miss Colbert says: "After experimenting, I'm convinced that my throat is safest with Luckies."

Ask a tobacco expert why Luckies are so easy on the throat. He'll undoubtedly explain that the choice tobacco Lucky Strike buys,

makes for a light smoke. And he may add that the exclusive "Toasting" process takes out certain irritants found in *all* tobacco.

Here's the experts' actual verdict... Sworn records show that, among independent tobacco experts not connected with *any* cigarette manufacturer, Luckies have twice as many exclusive smokers as all other brands combined.

Sworn Records Show That... WITH MEN WHO KNOW TOBACCO BEST- IT'S LUCKIES 2 TO 1



Copyright 1938, The American Tobacco Company